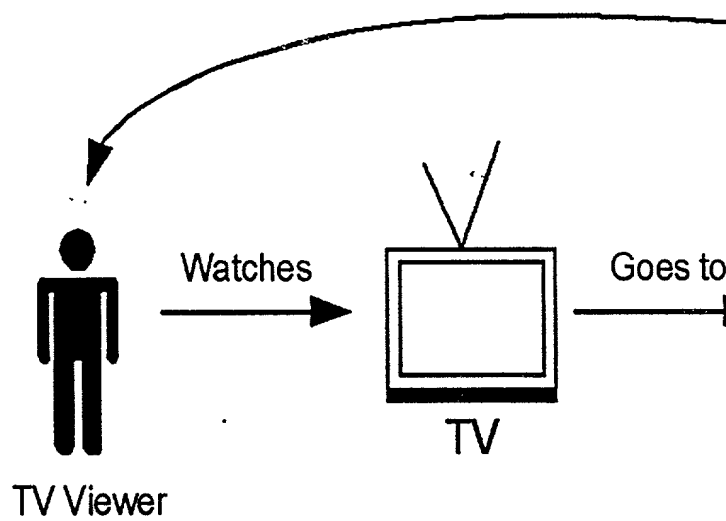


FIG.1A



RTV.com/A

FIG.1B



Adver

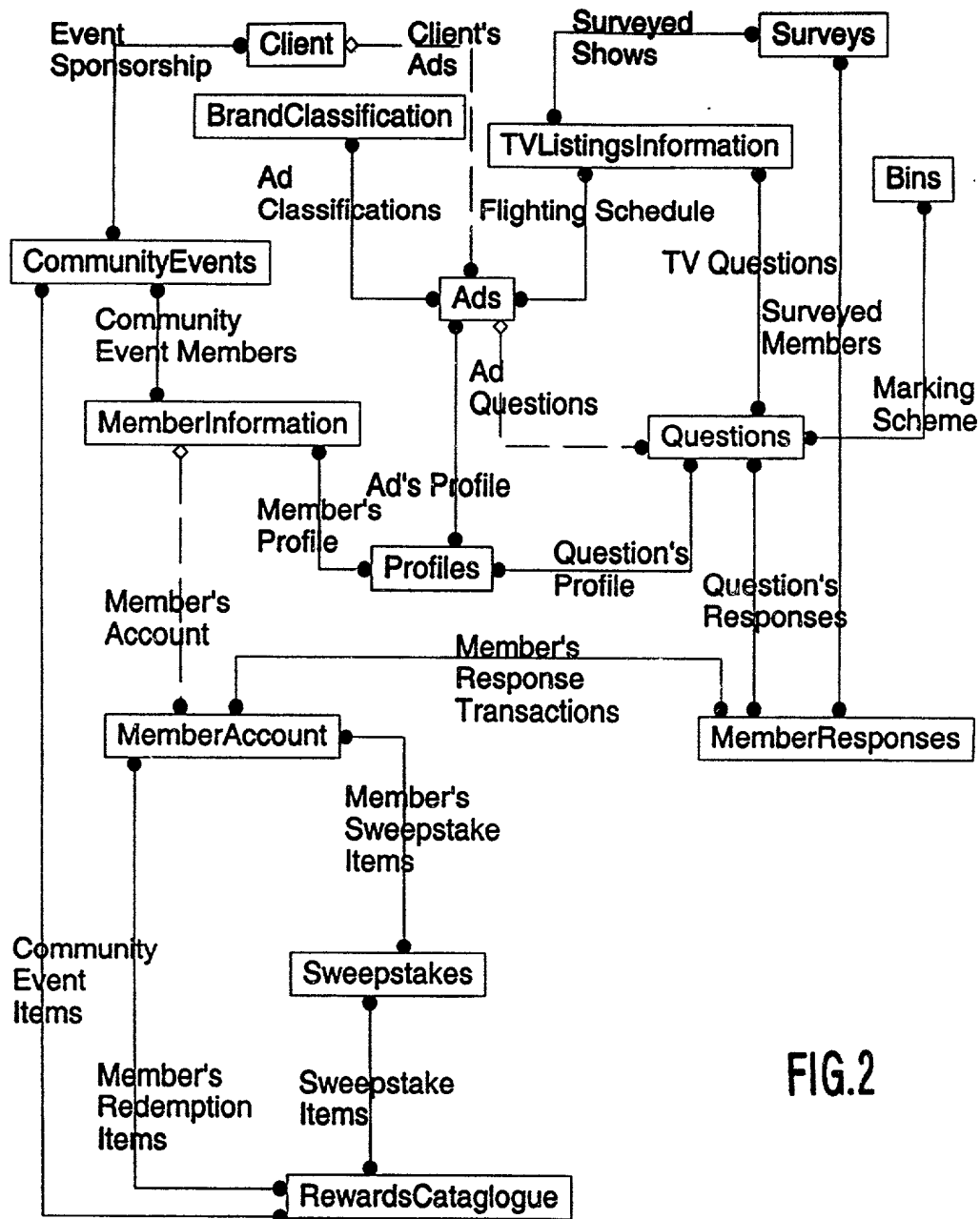


FIG.2

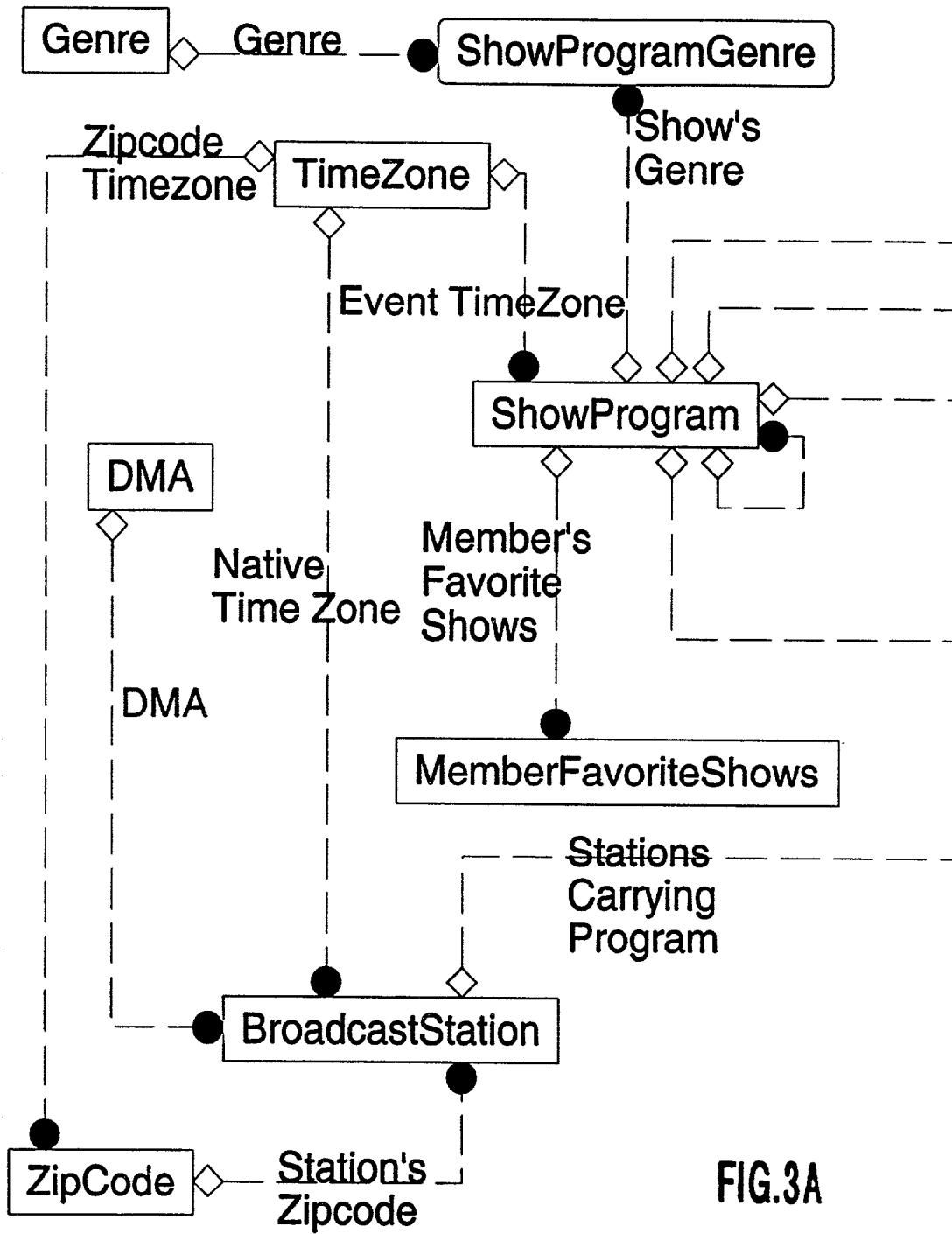


FIG.3A

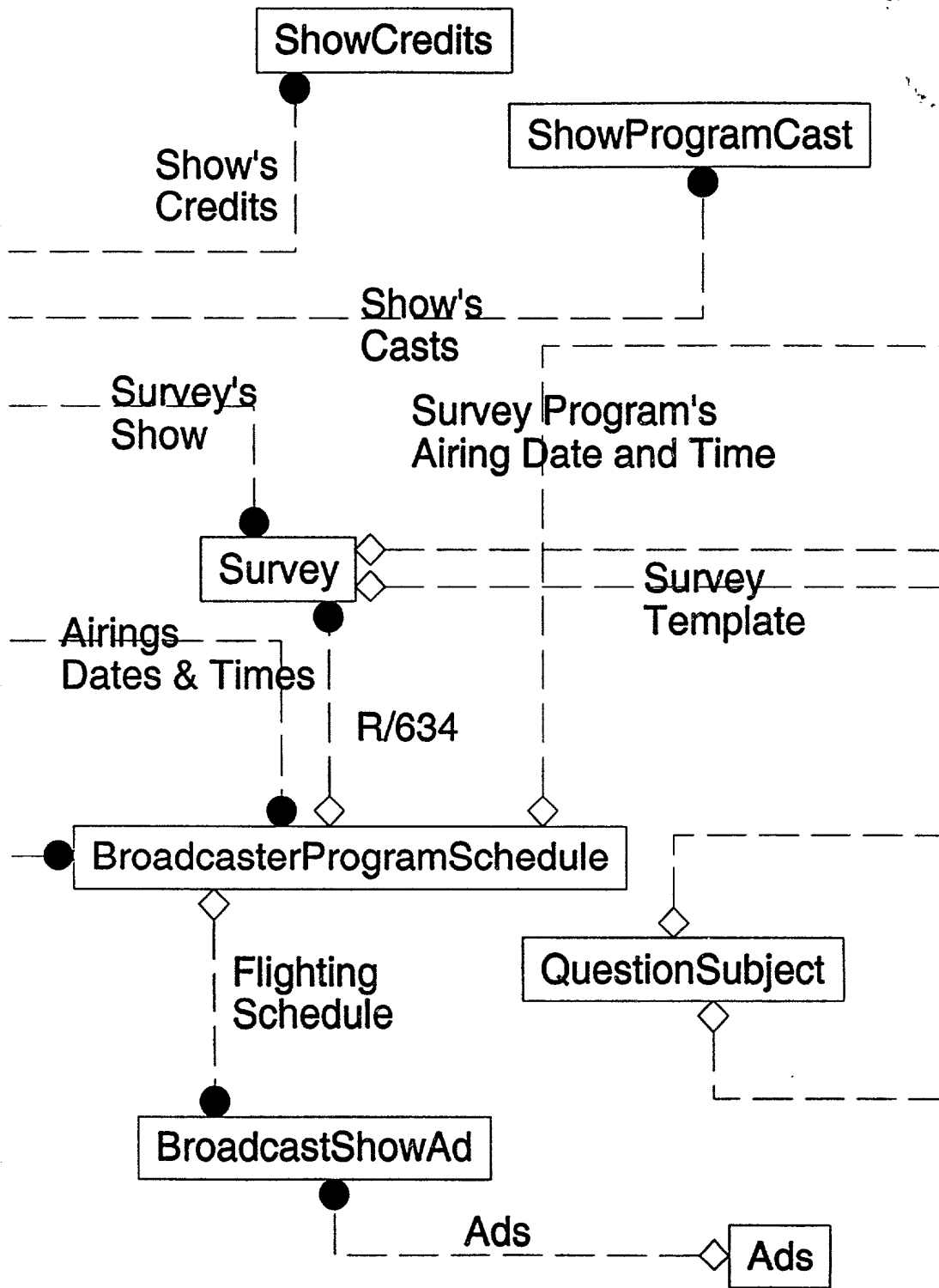


FIG.3B

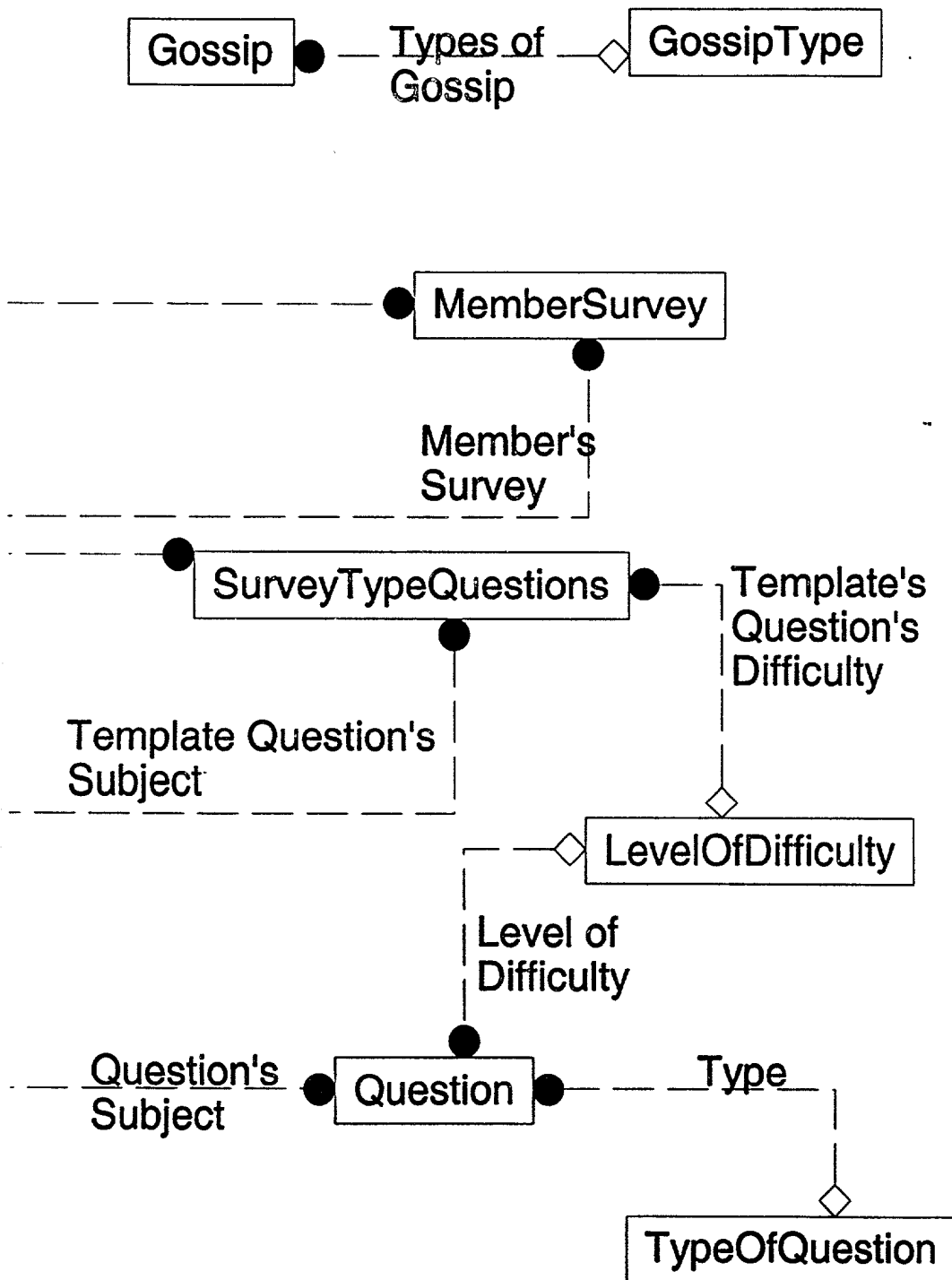


FIG.3C

Atomic Level Questions

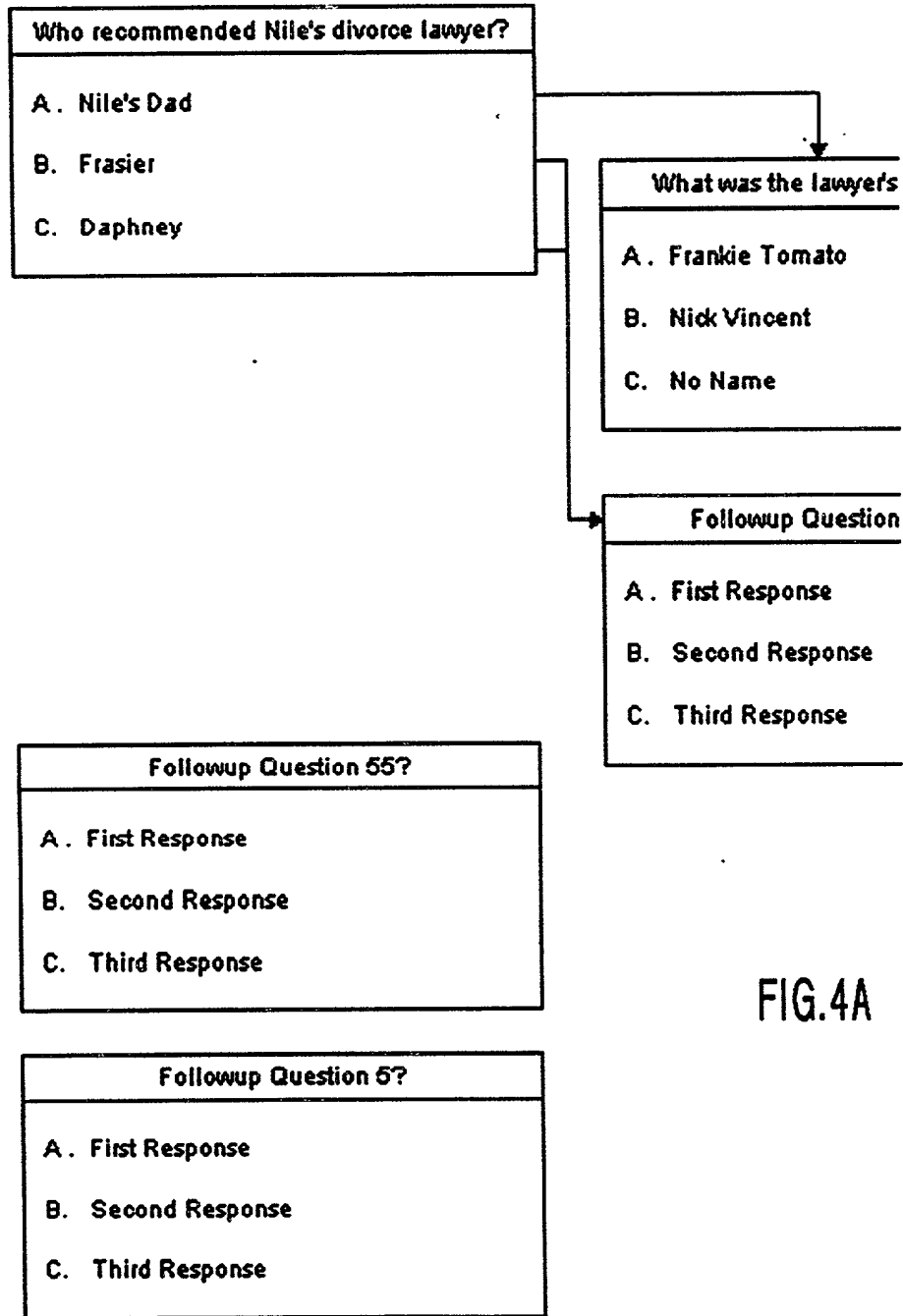


FIG.4A

NB: Followup questions can themselves be the start of an Atomic Level

Followup Level Questions

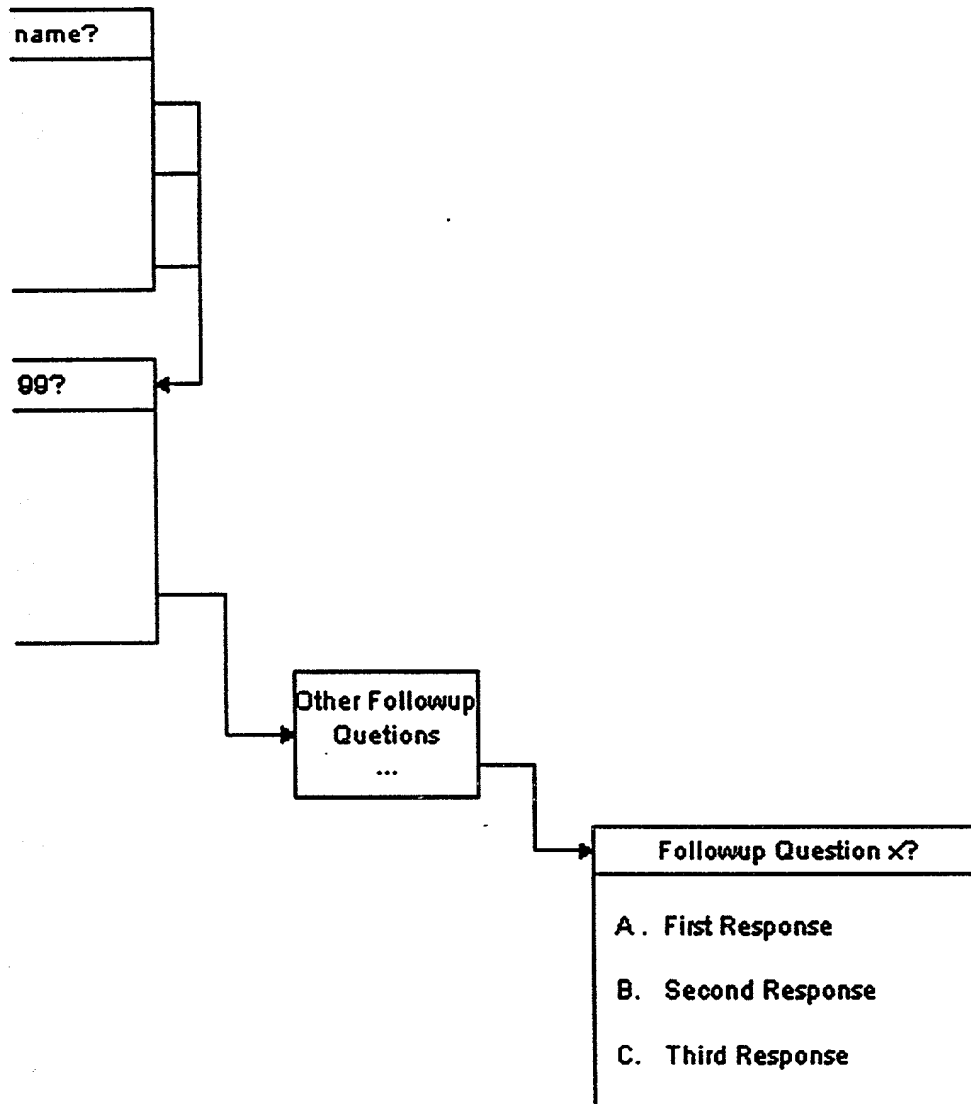
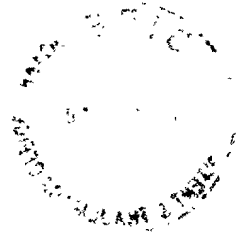


FIG.4B

Question



Member 15,124

Question:

Do you remember which pasta Ad aired during the airing of the show?

Responses:

- a) Ragu
- b) Premo
- c) Seven Brothers
- d) Raos

Member 15,124 adds 0



Member 5

Question:

Do you remember the airing of the st

Responses:

- a) Ragu
- b) Premo
- c) Seven Brothers
- d) Raos

NA

Brand
Retention Bin



Member 13,001

Question:

Do you remember which pasta Ad aired during the airing of the show?

Responses:

- a) Ragu
- b) Premo
- c) Seven Brothers
- d) Raos

Member 13,001 adds 1

FIG.5A

NB: Analyzing the results: 2 recalled the Ad and 2 Did not. Of the 2 correct can be conducted to review, for example, those Member's income level ar

3.967



Member 567



which pasta Ad aired during
row?

Question:

Do you remember which pasta Ad aired during
the airing of the show?

Responses:

- a) Ragu
- b) Premo
- c) Seven Brothers
- d) Raos

ans

Member 59,967 adds 1

Member 567 adds 0

4 responses, 1 was male and 1 was female. Future analysis
id/or marital status.

FIG.5B

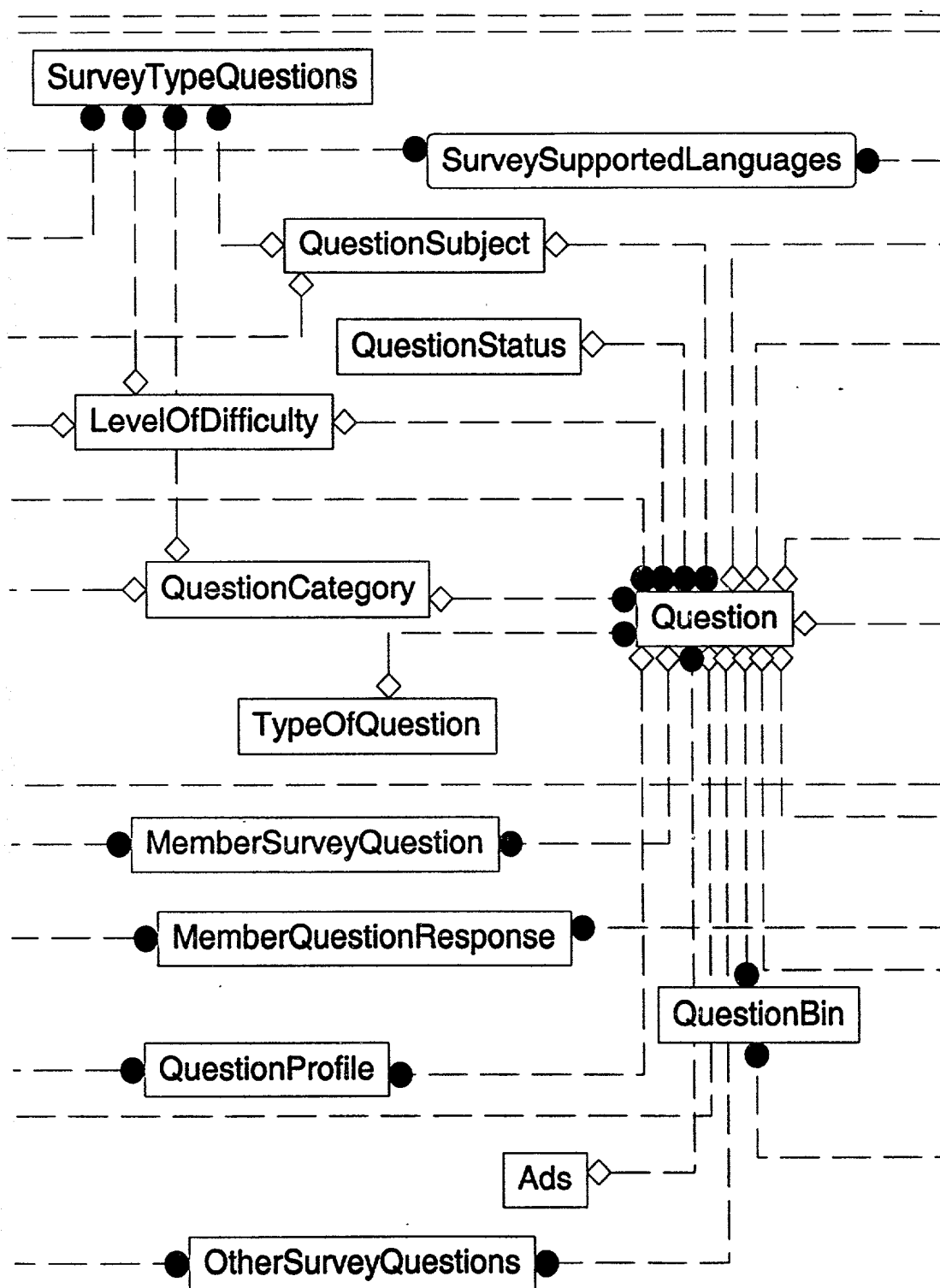


FIG.6B

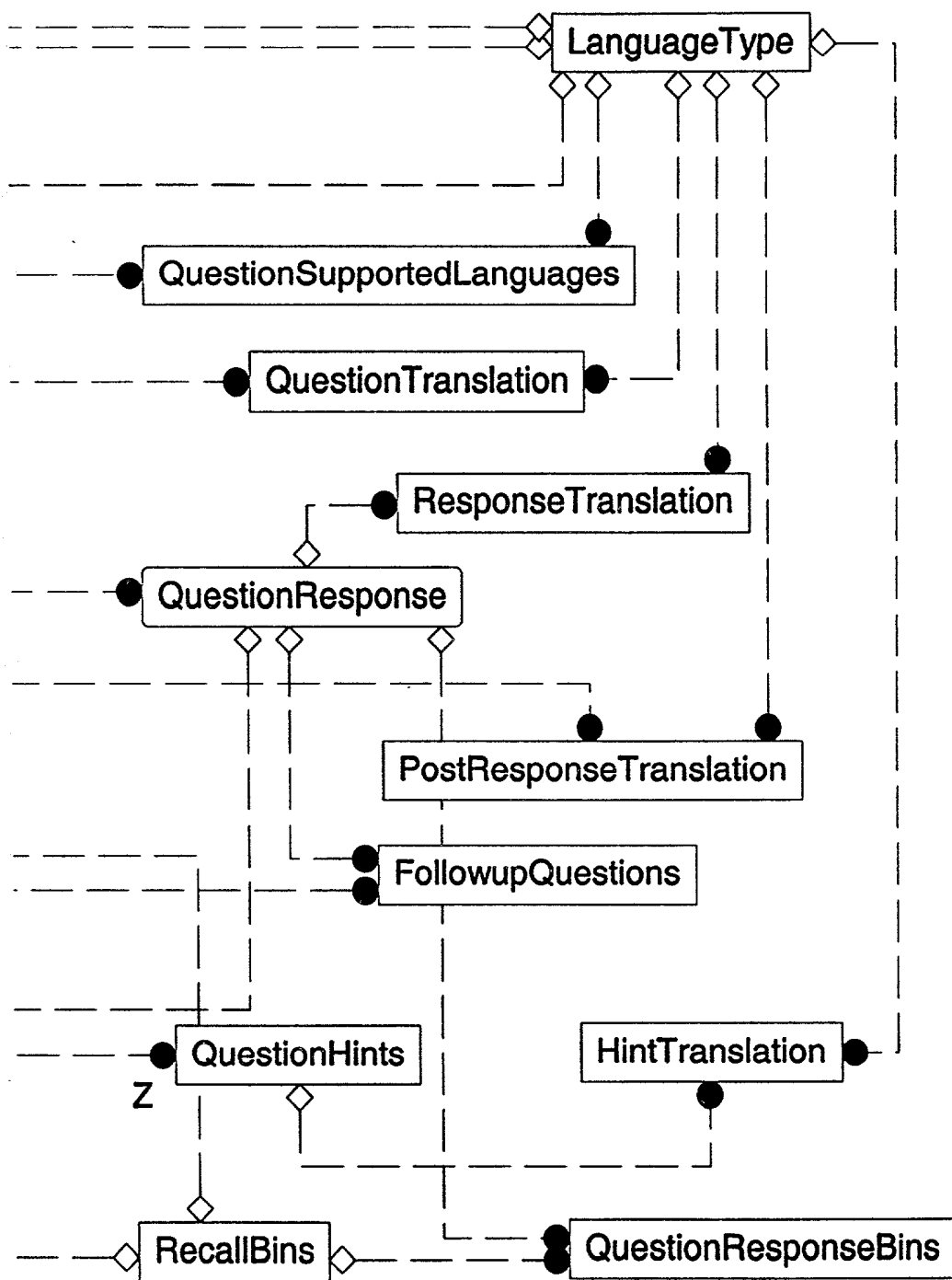


FIG.6C

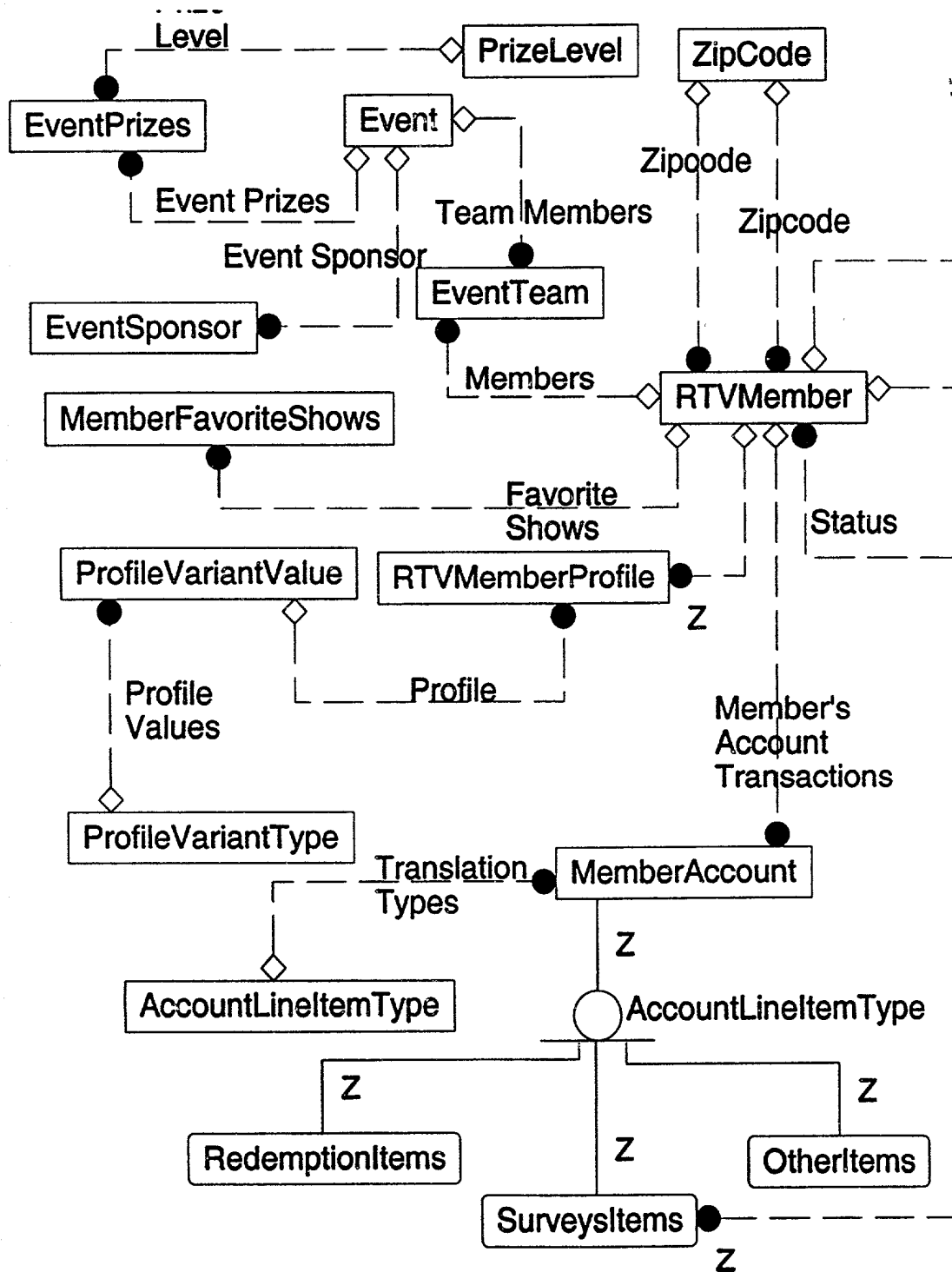


FIG.7A

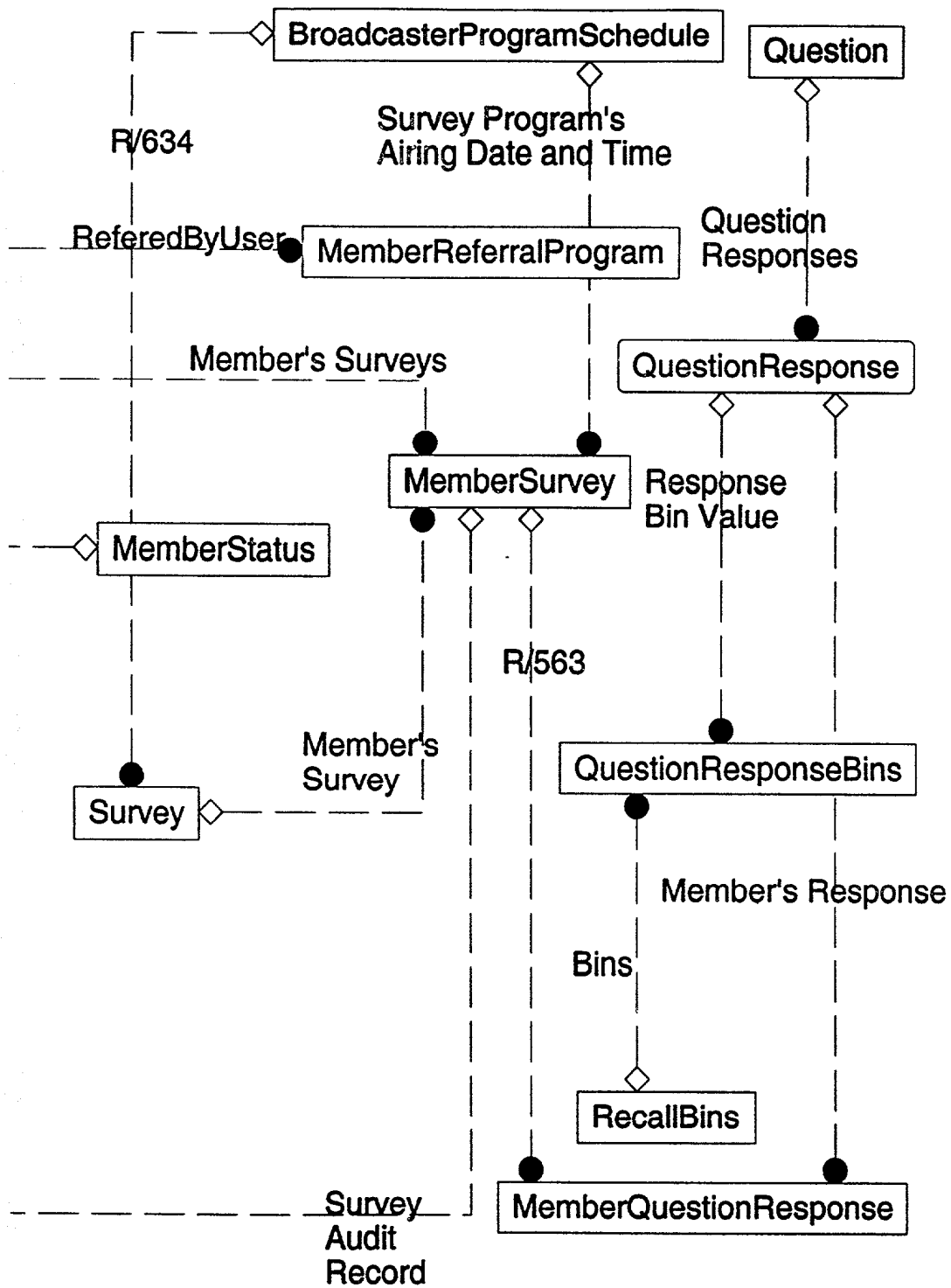


FIG.7B

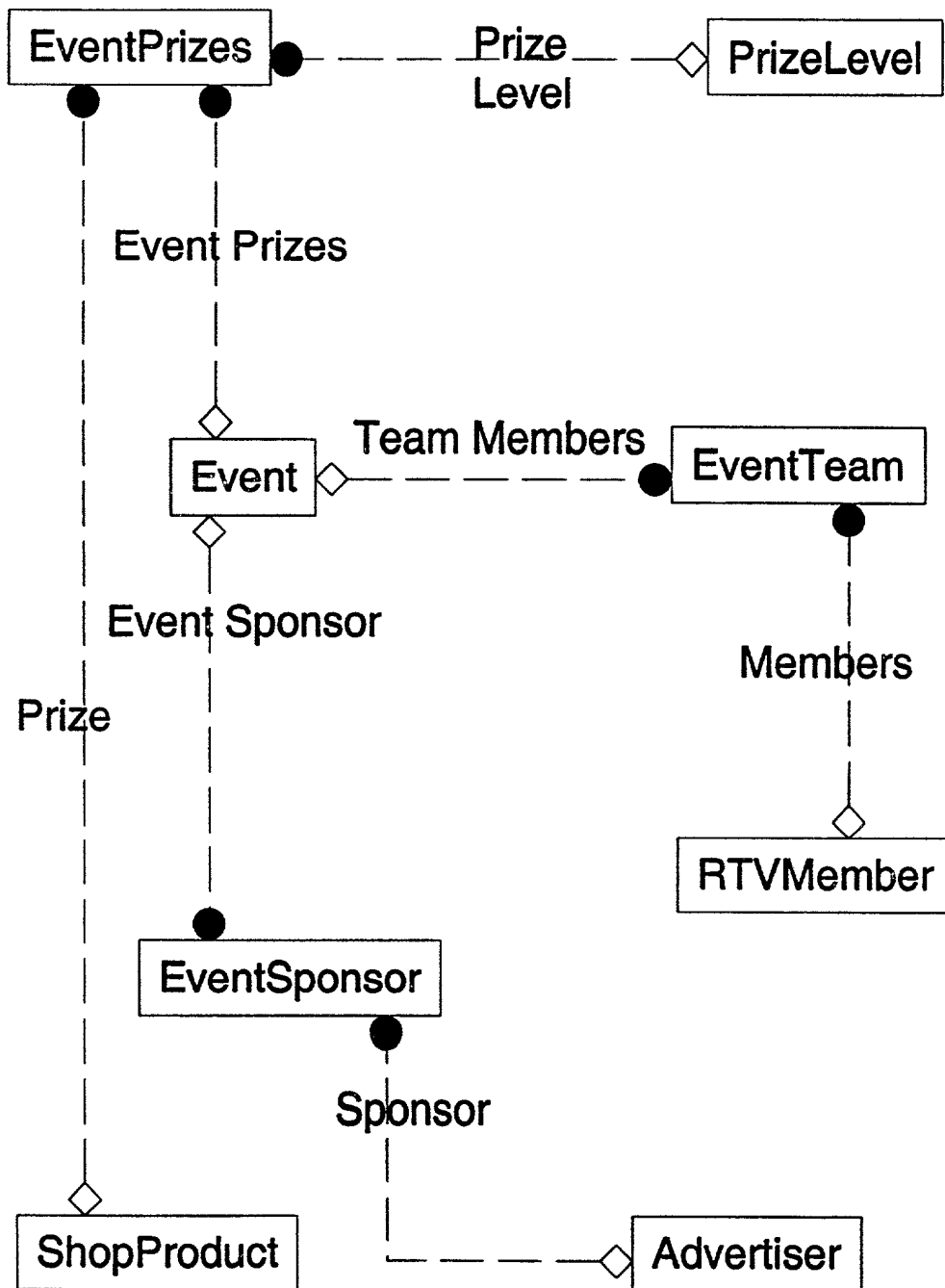


FIG.8

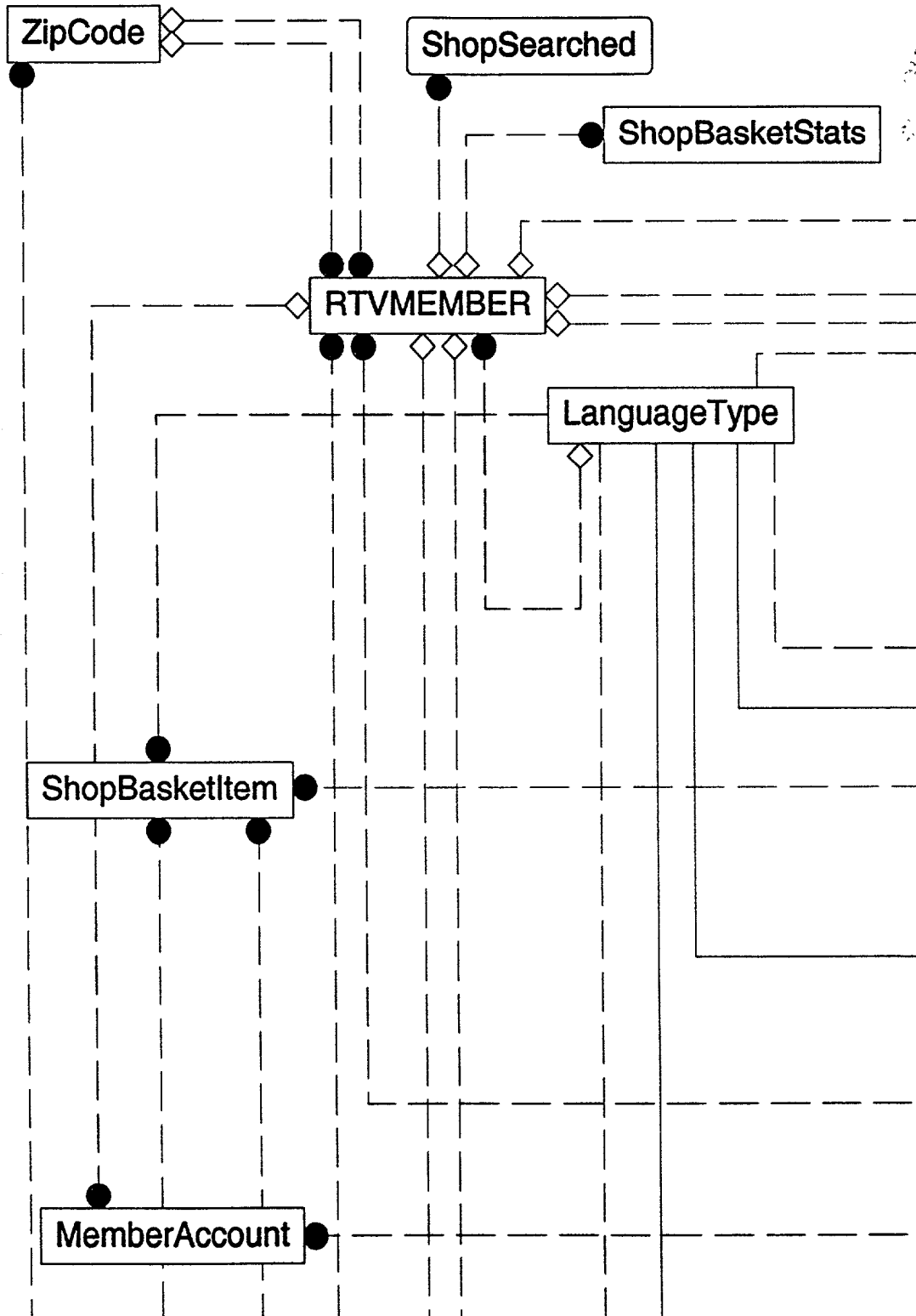


FIG.9A

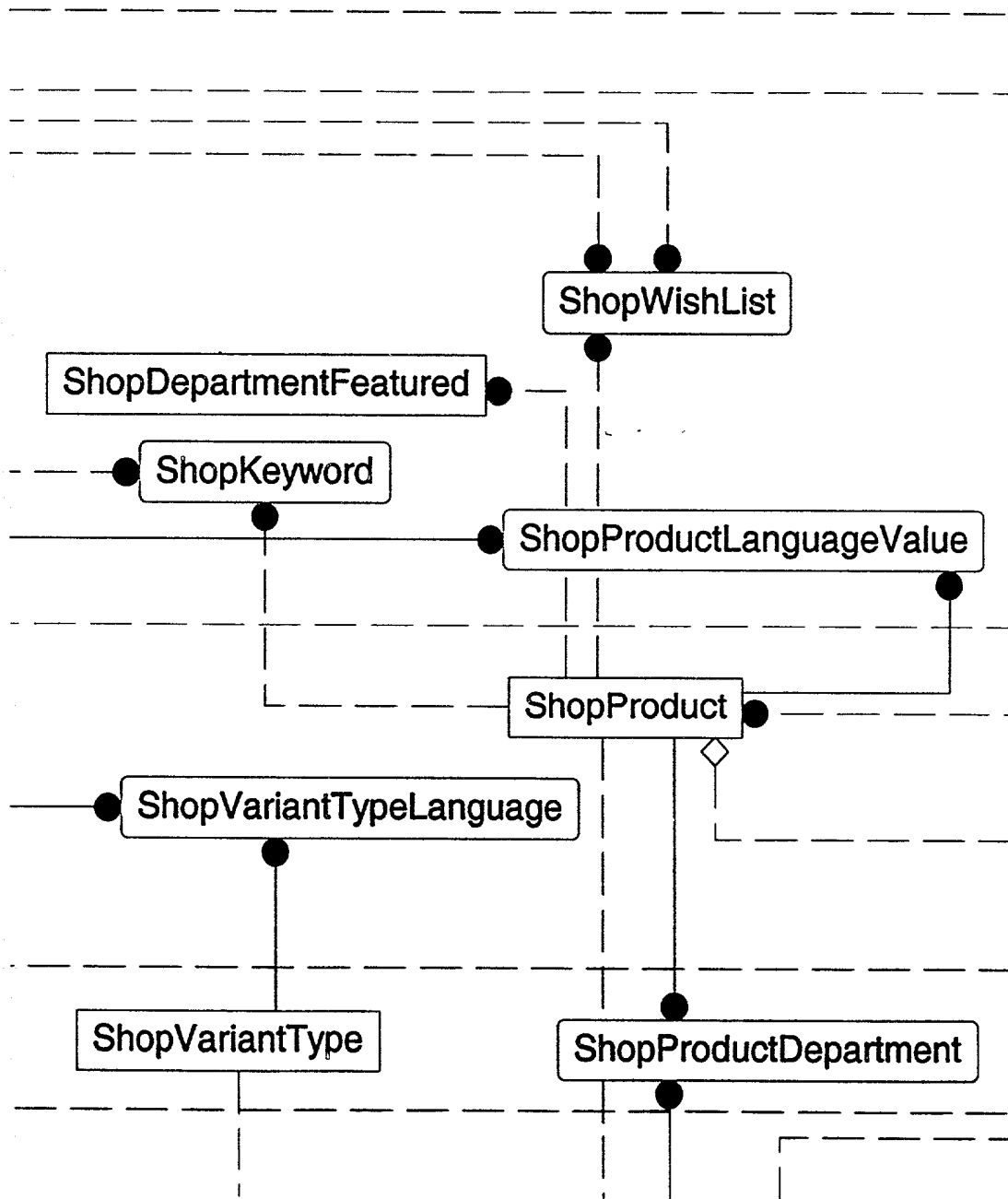


FIG.9B

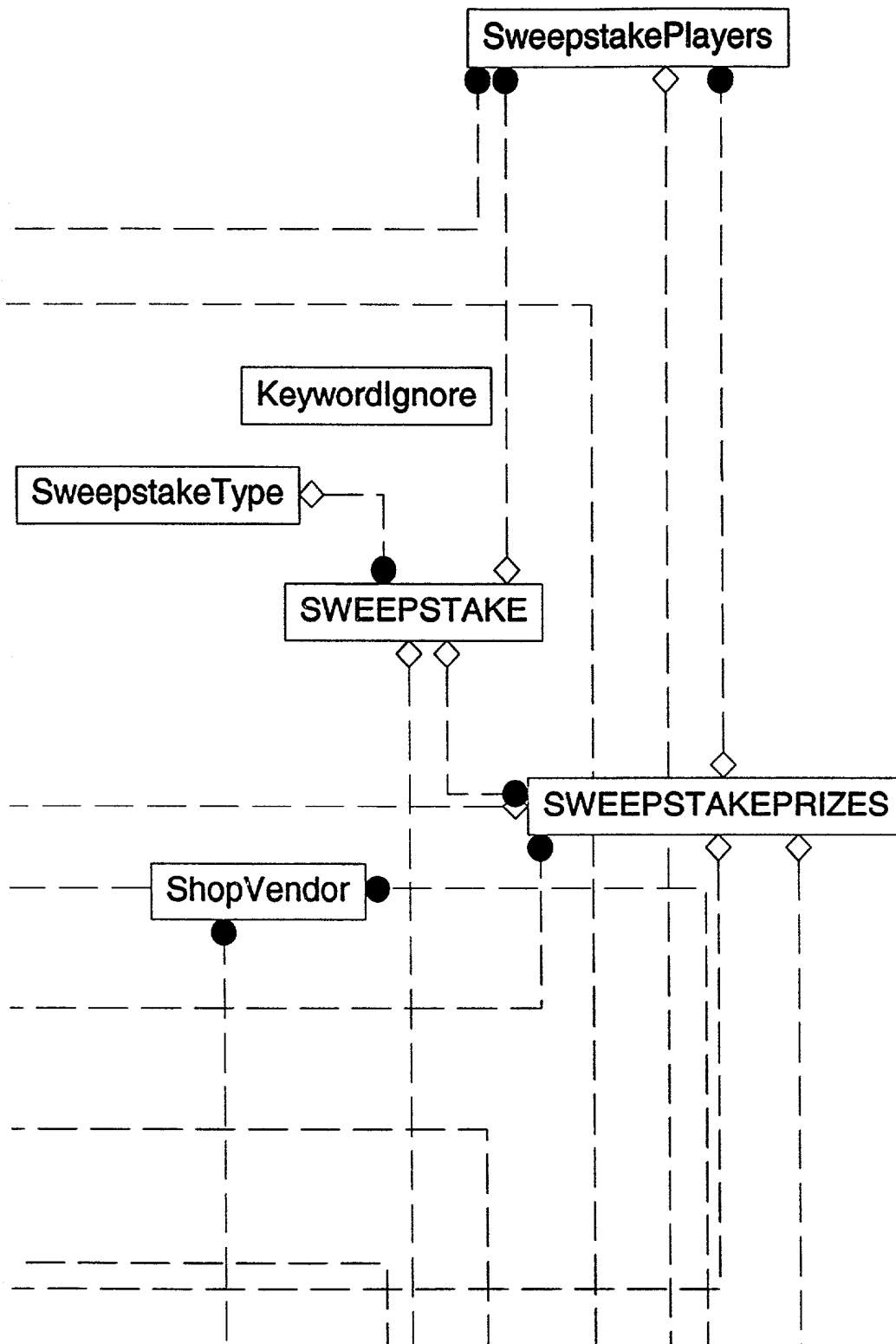
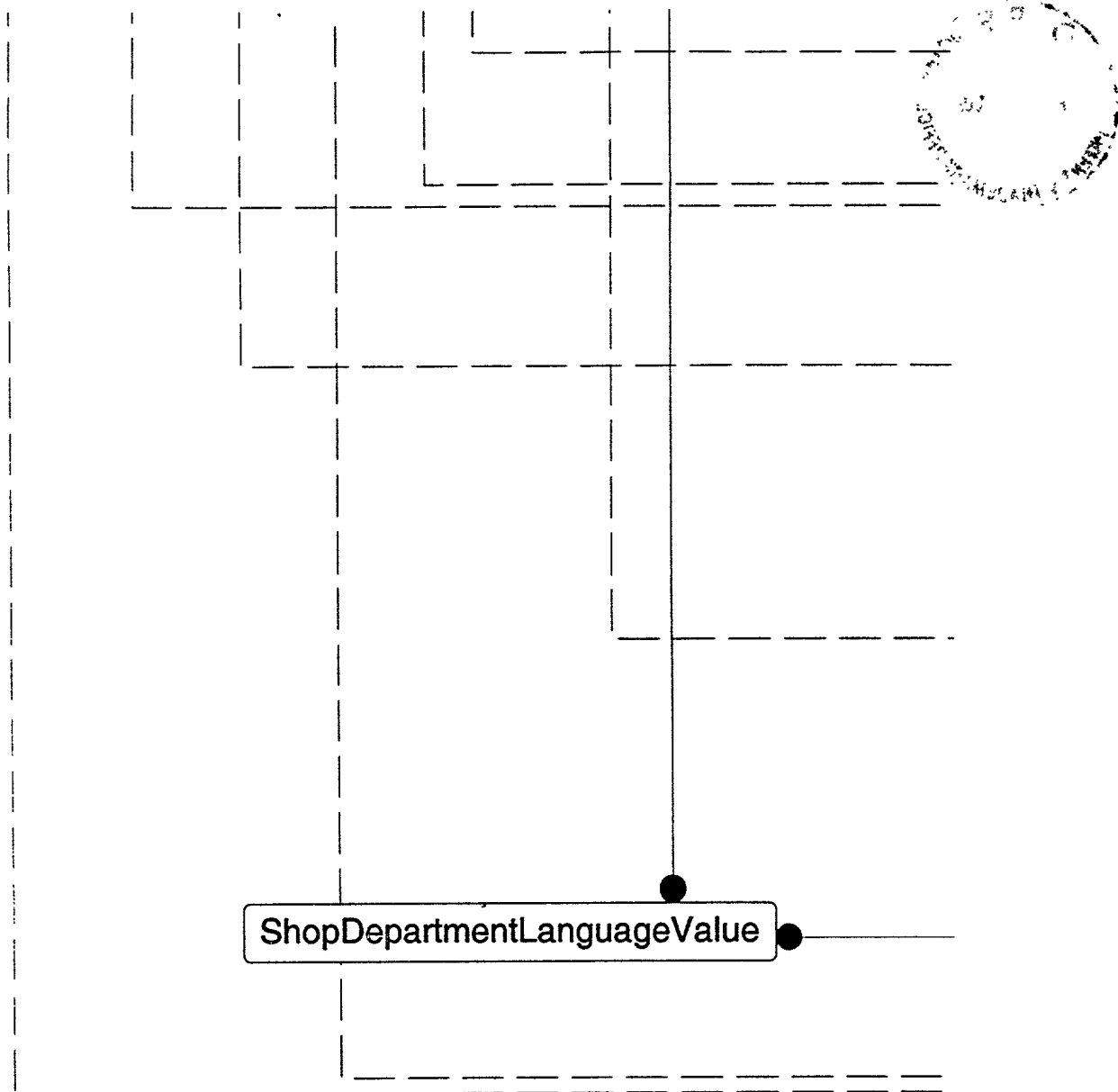


FIG.9C



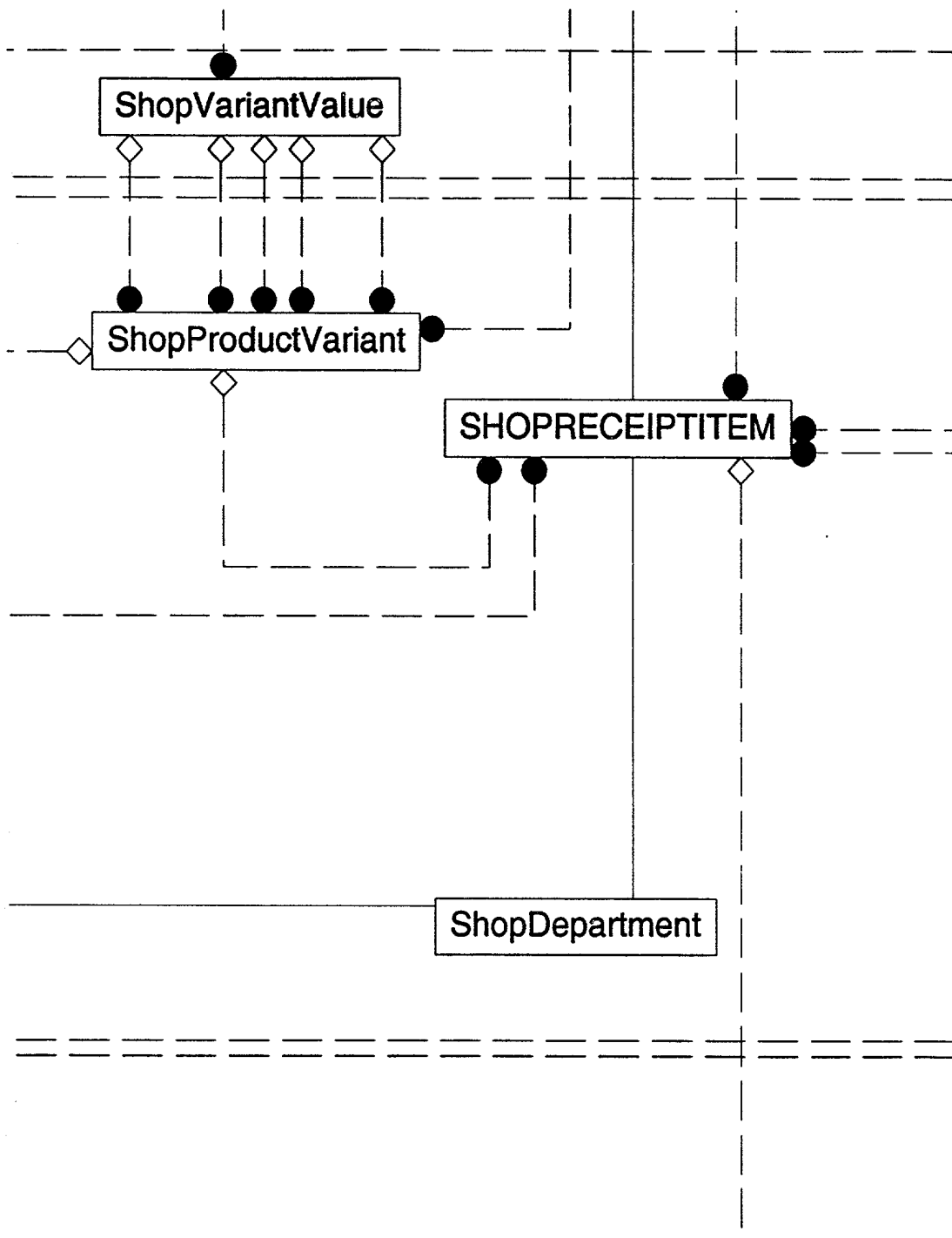


FIG.9E

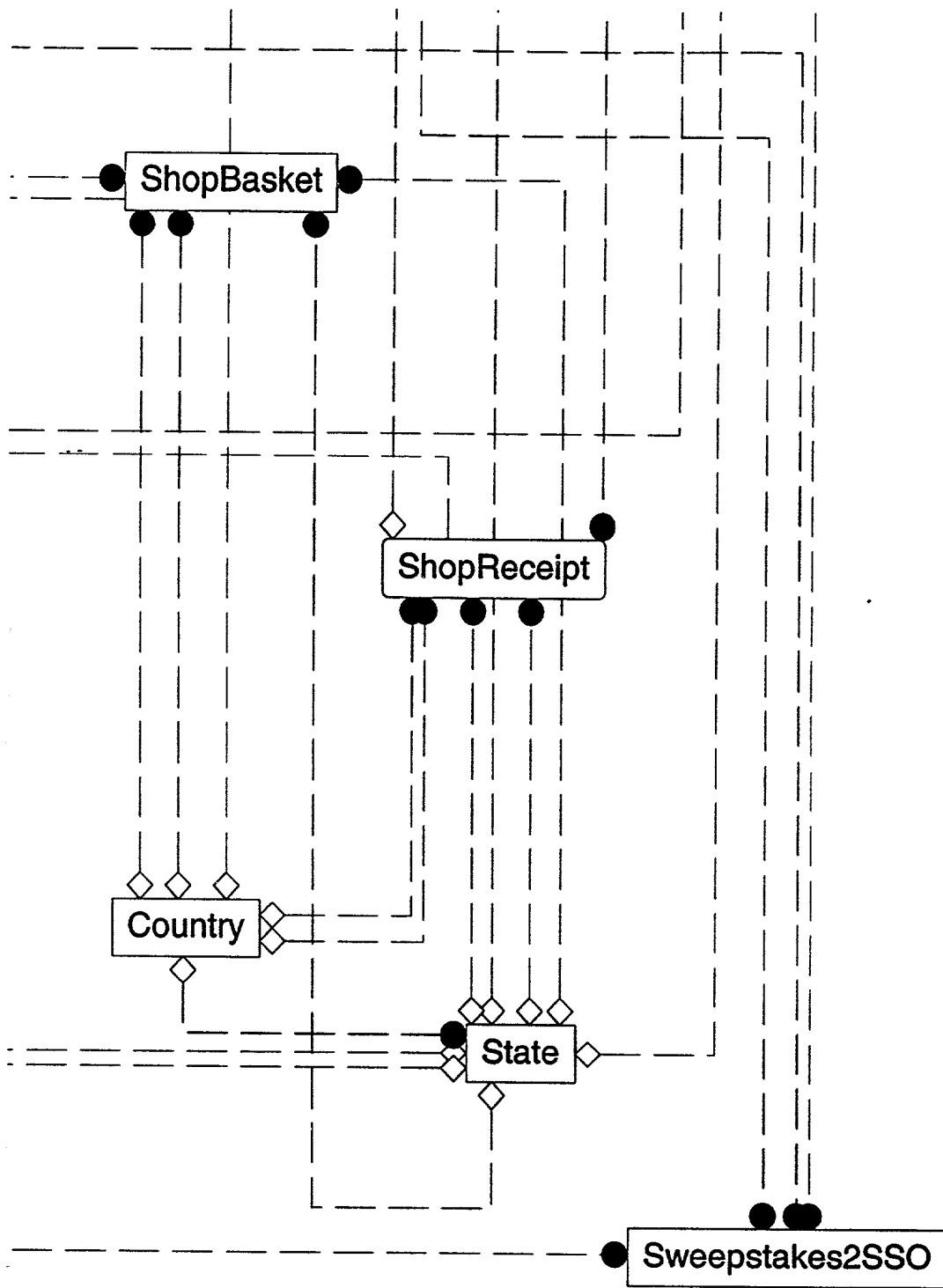


FIG.9F

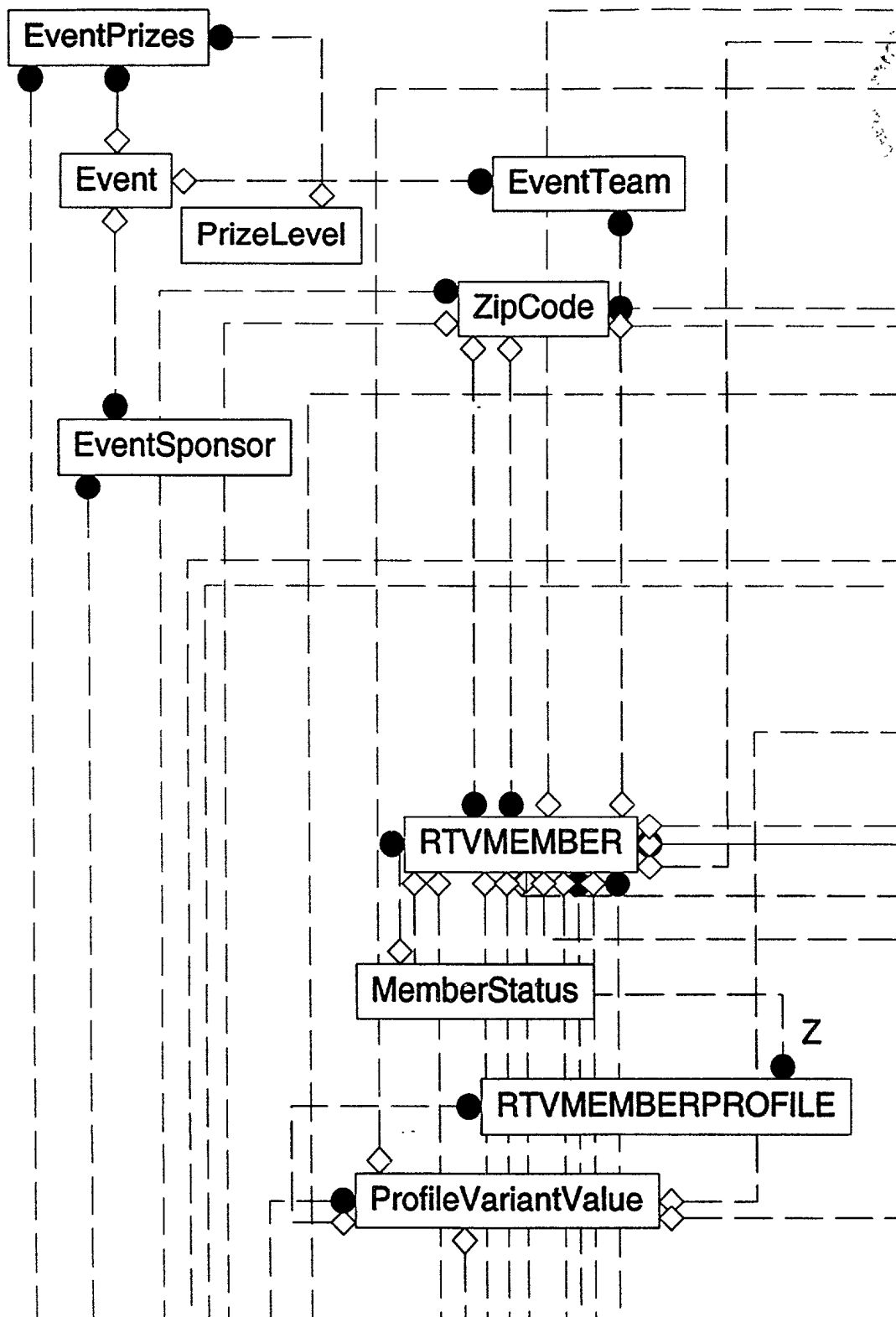


FIG.10A(I)

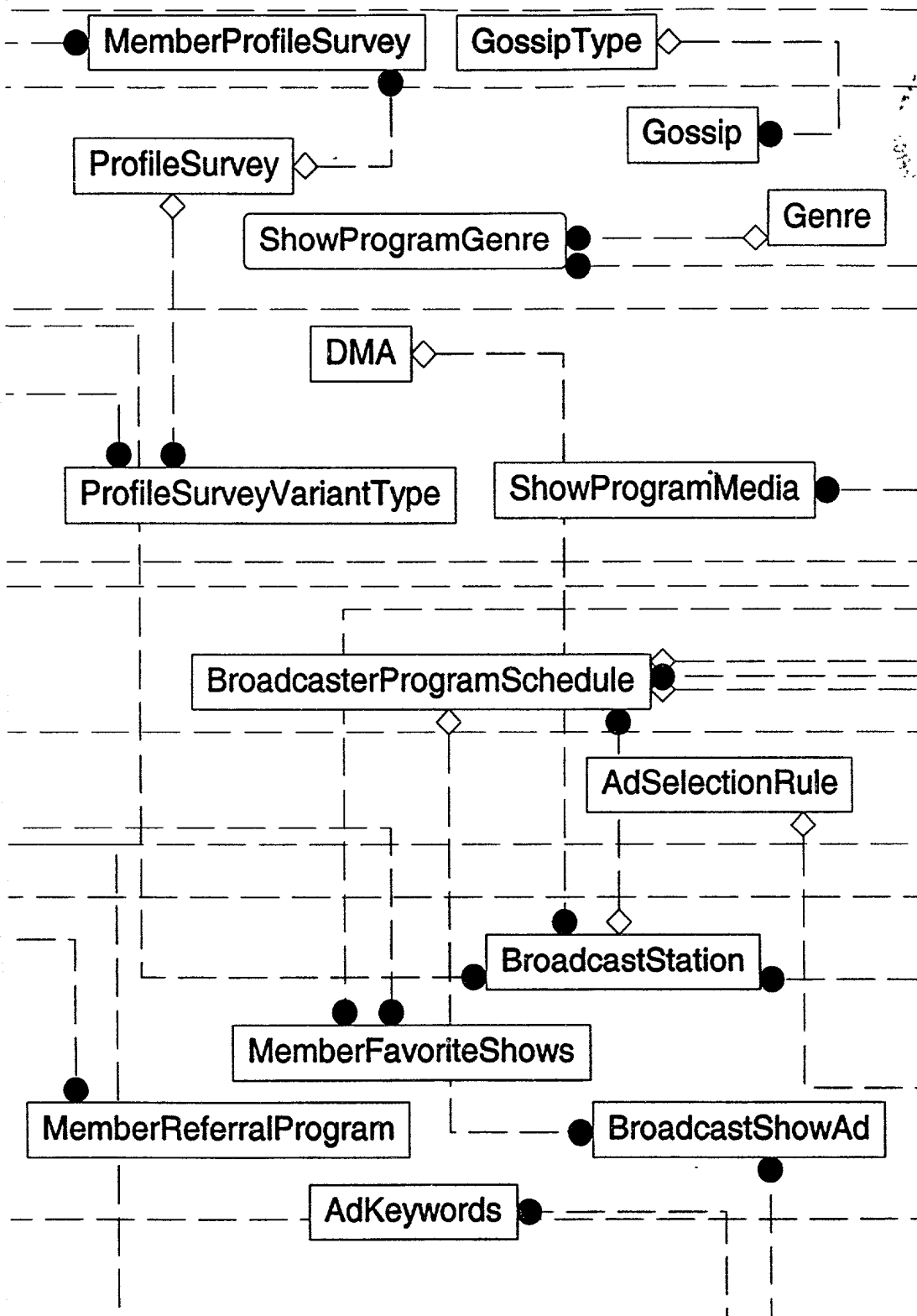


FIG.10A(ii)

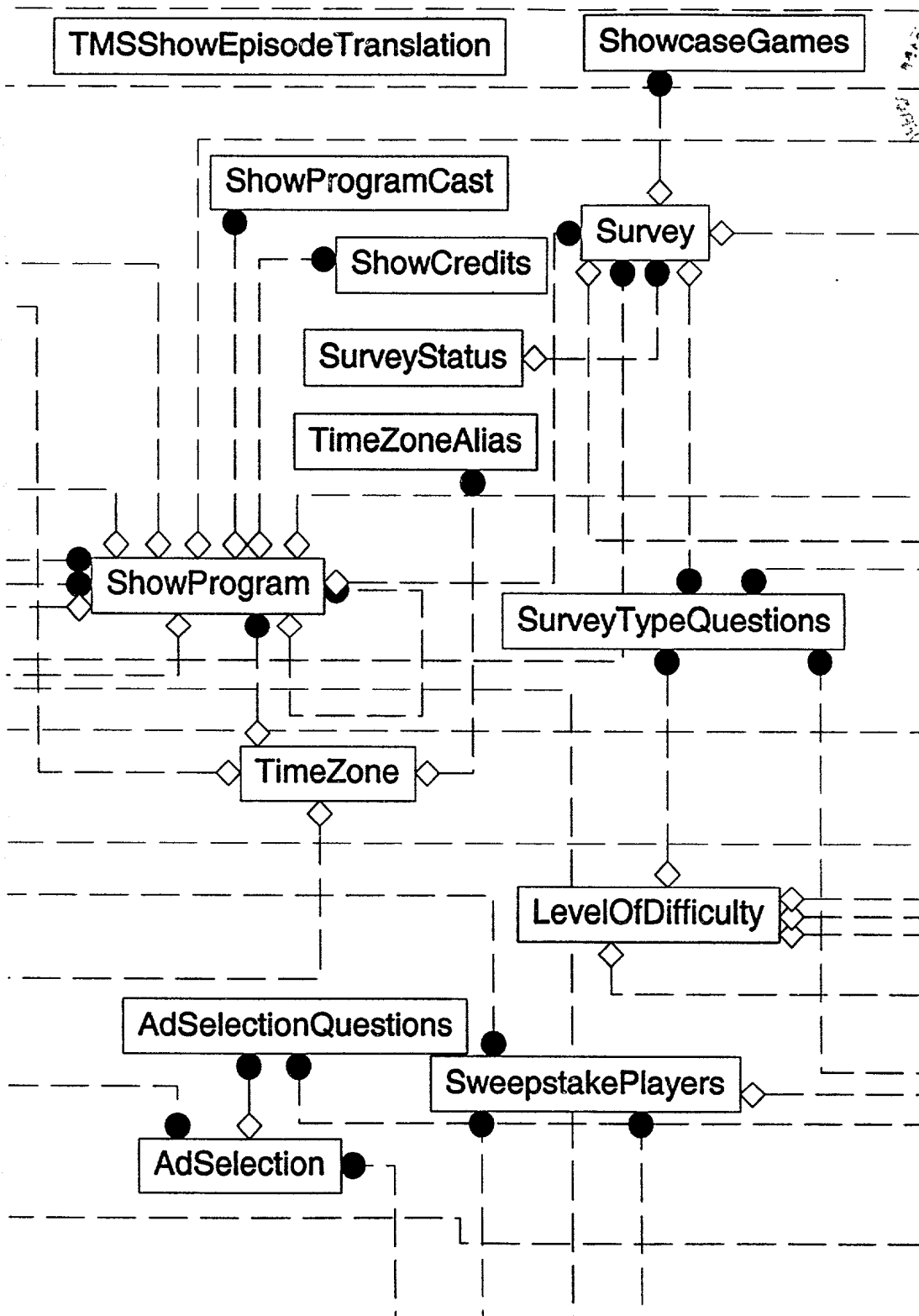


FIG.10A(iii)

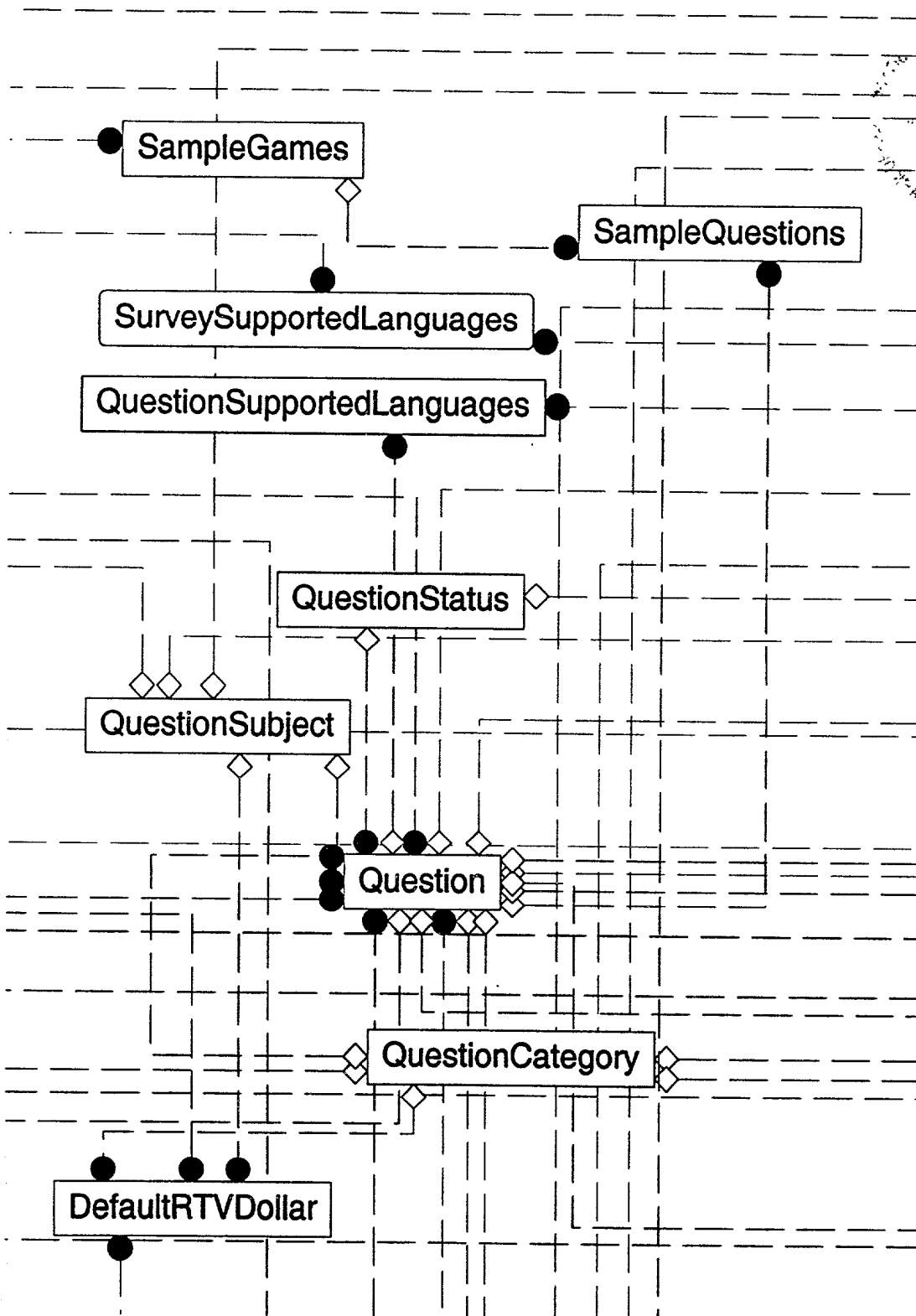


FIG.10A(iv)

FIG. 10A(v)

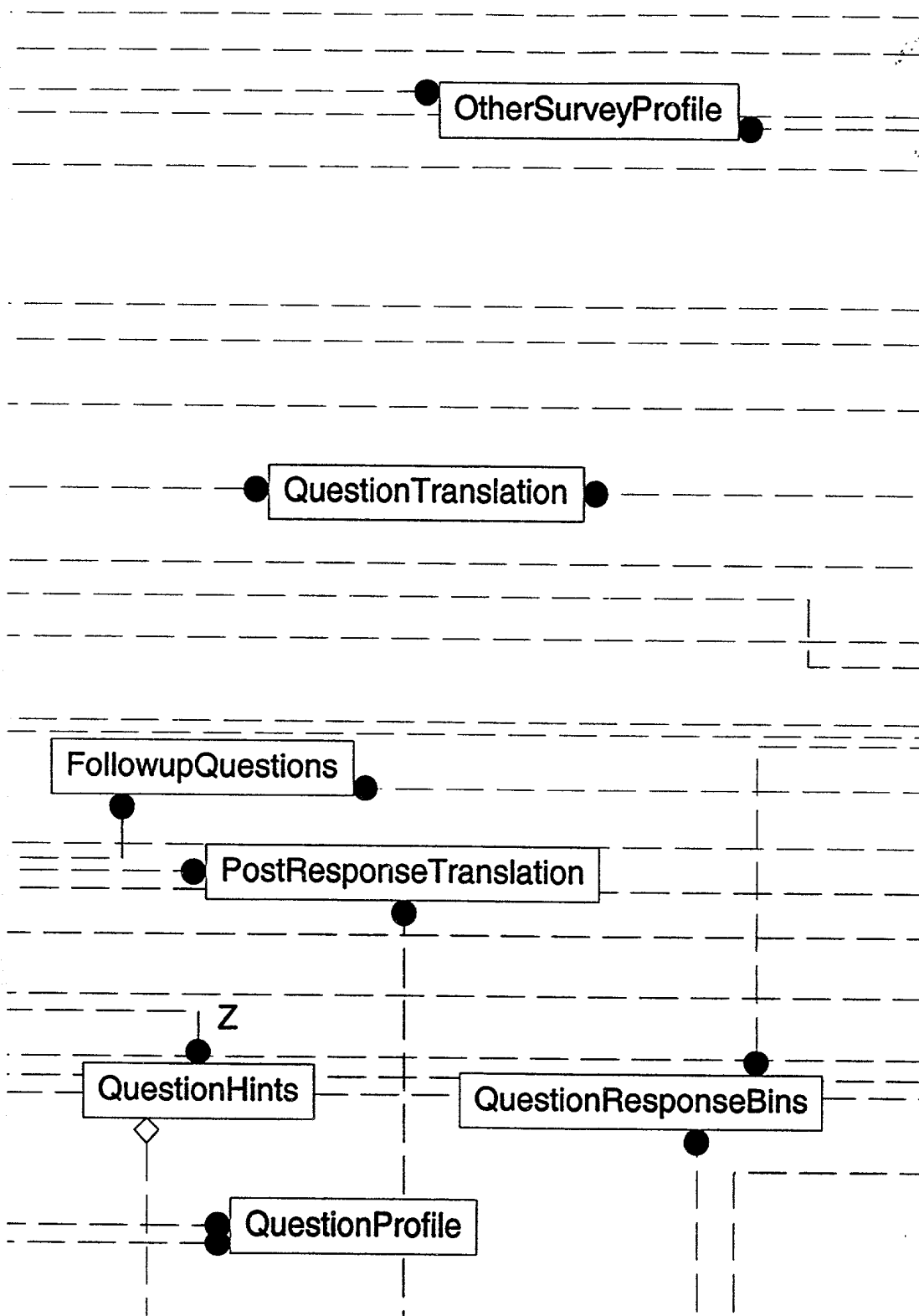


FIG.10A(v)

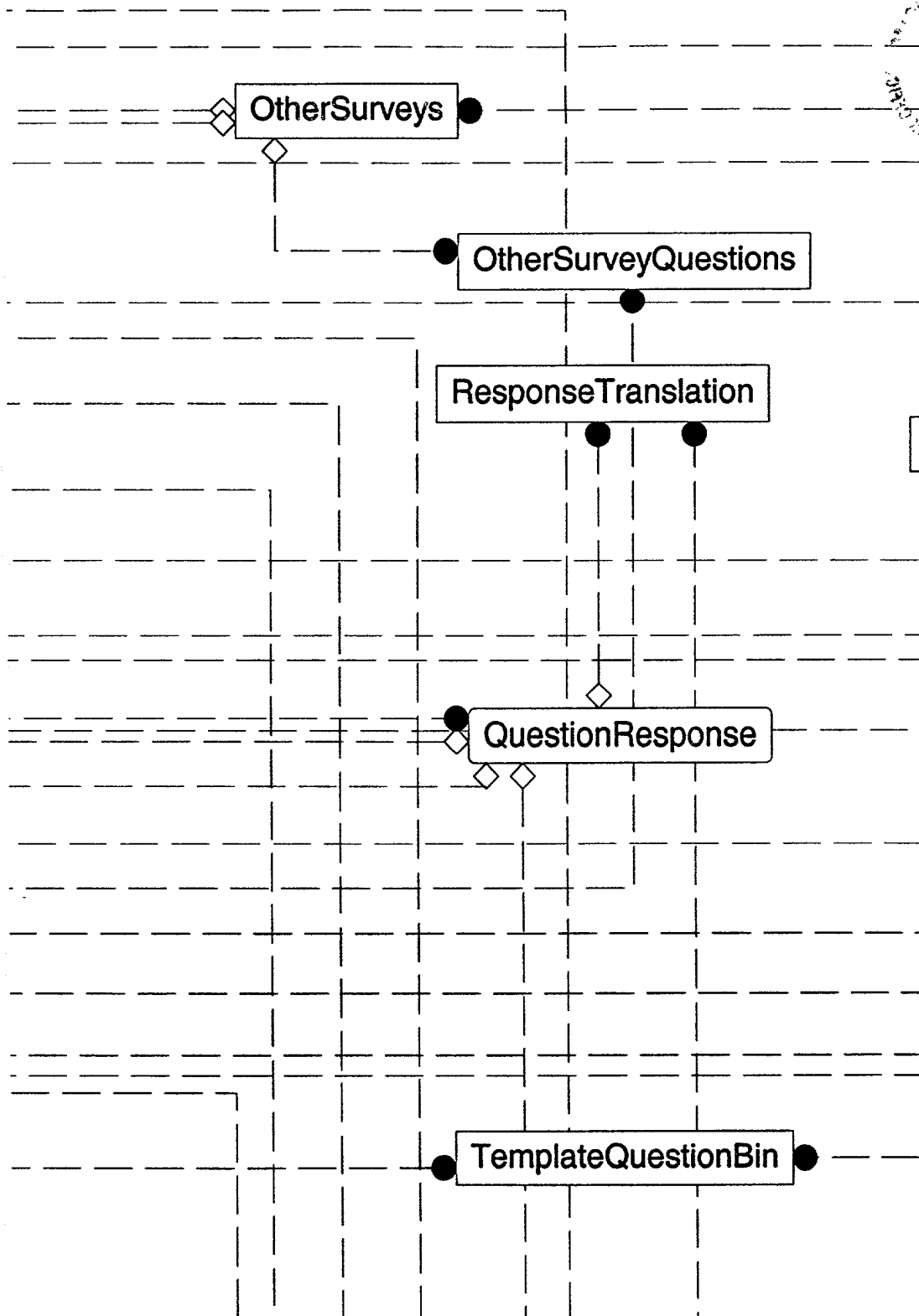


FIG.10A(vi)

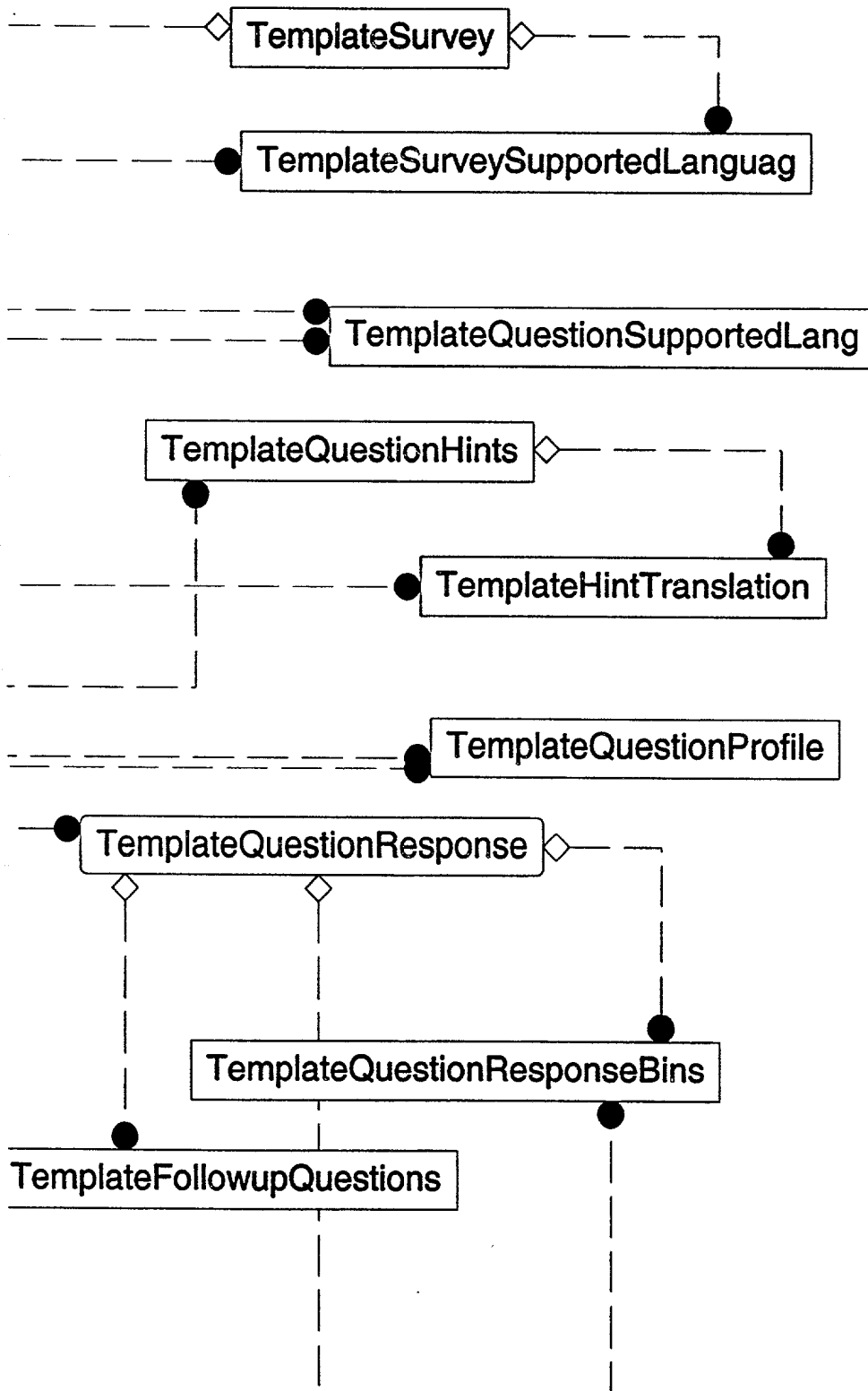


FIG.10A(viii)

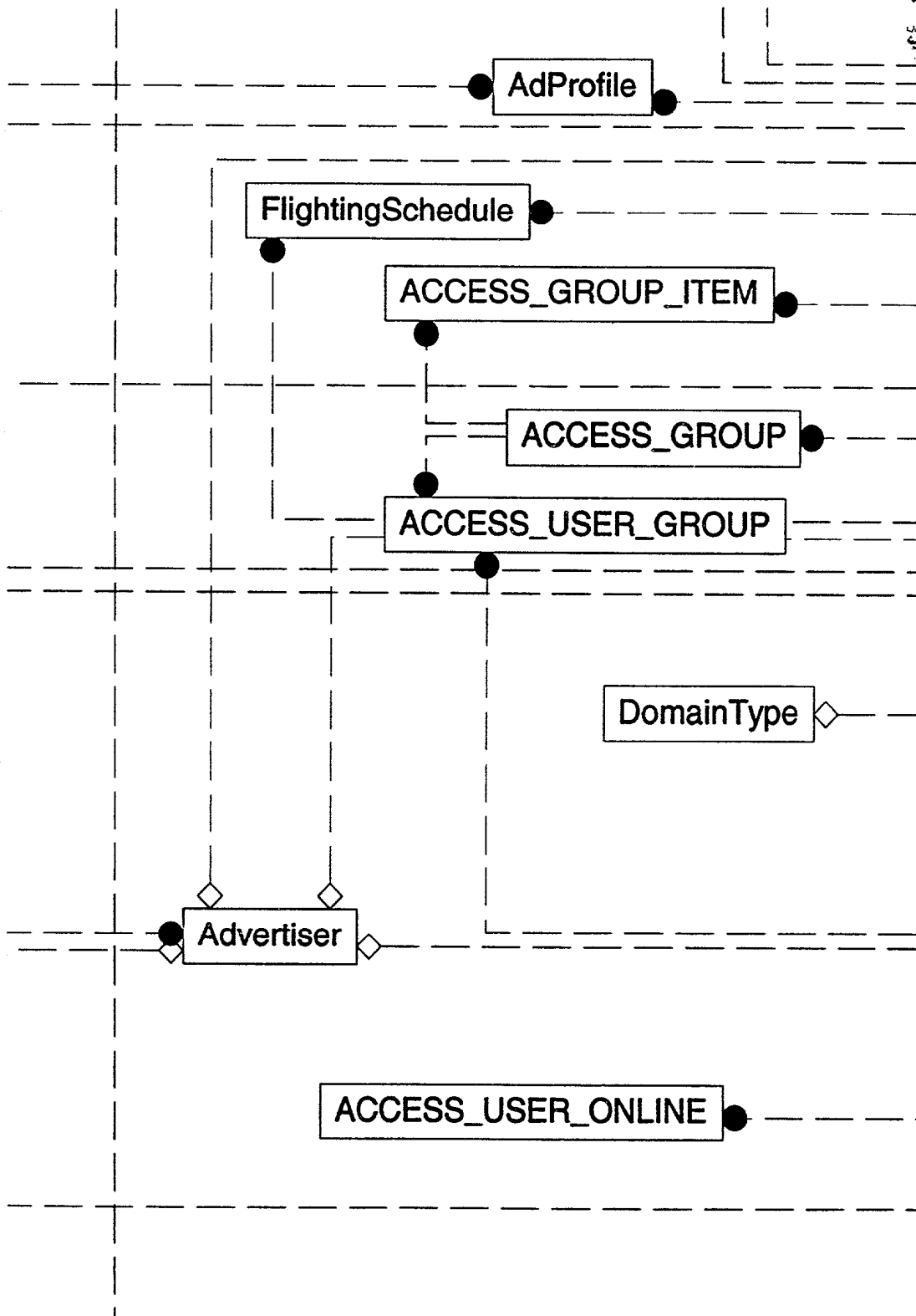


FIG.10B(ii)

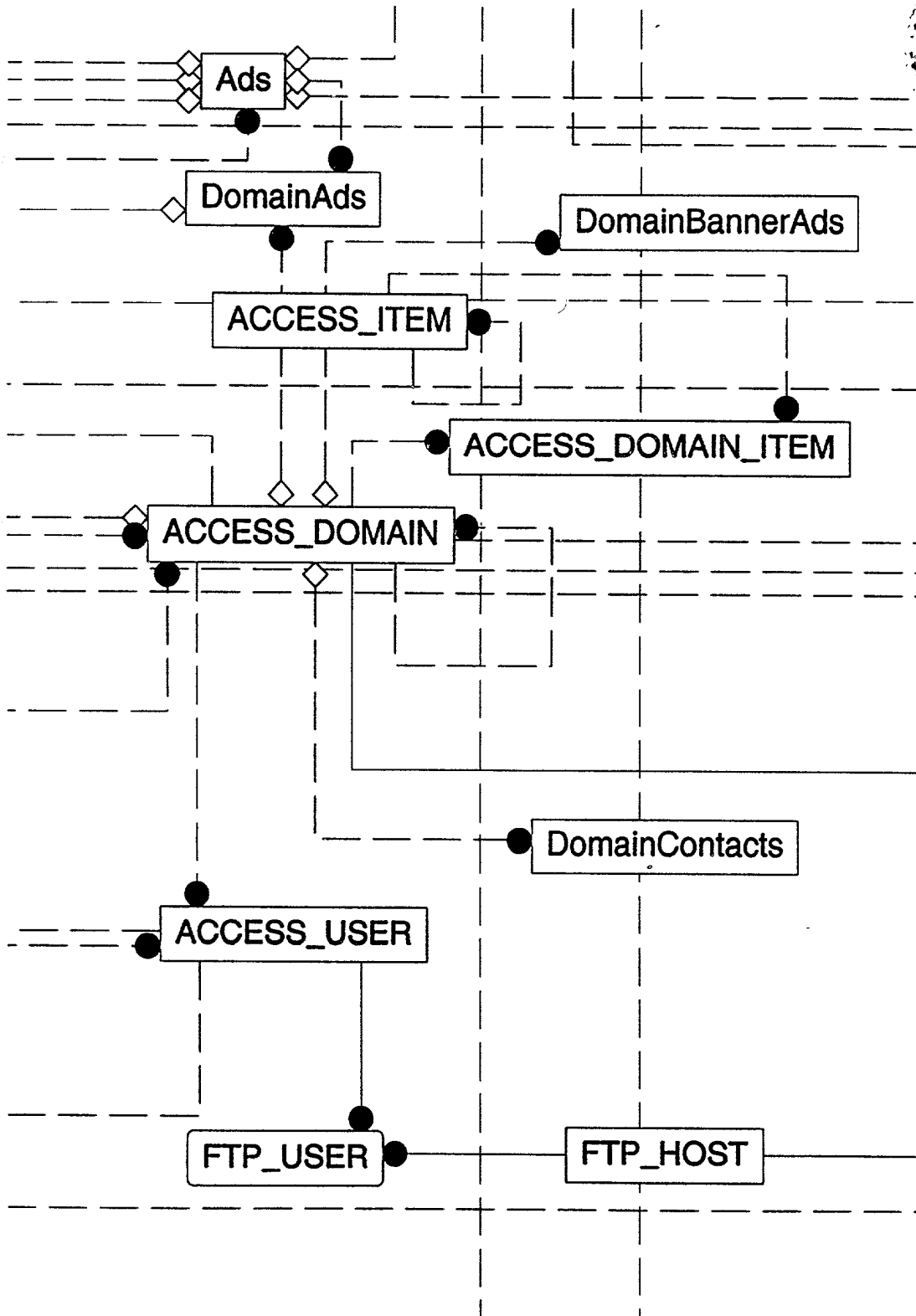


FIG.10B(iii)

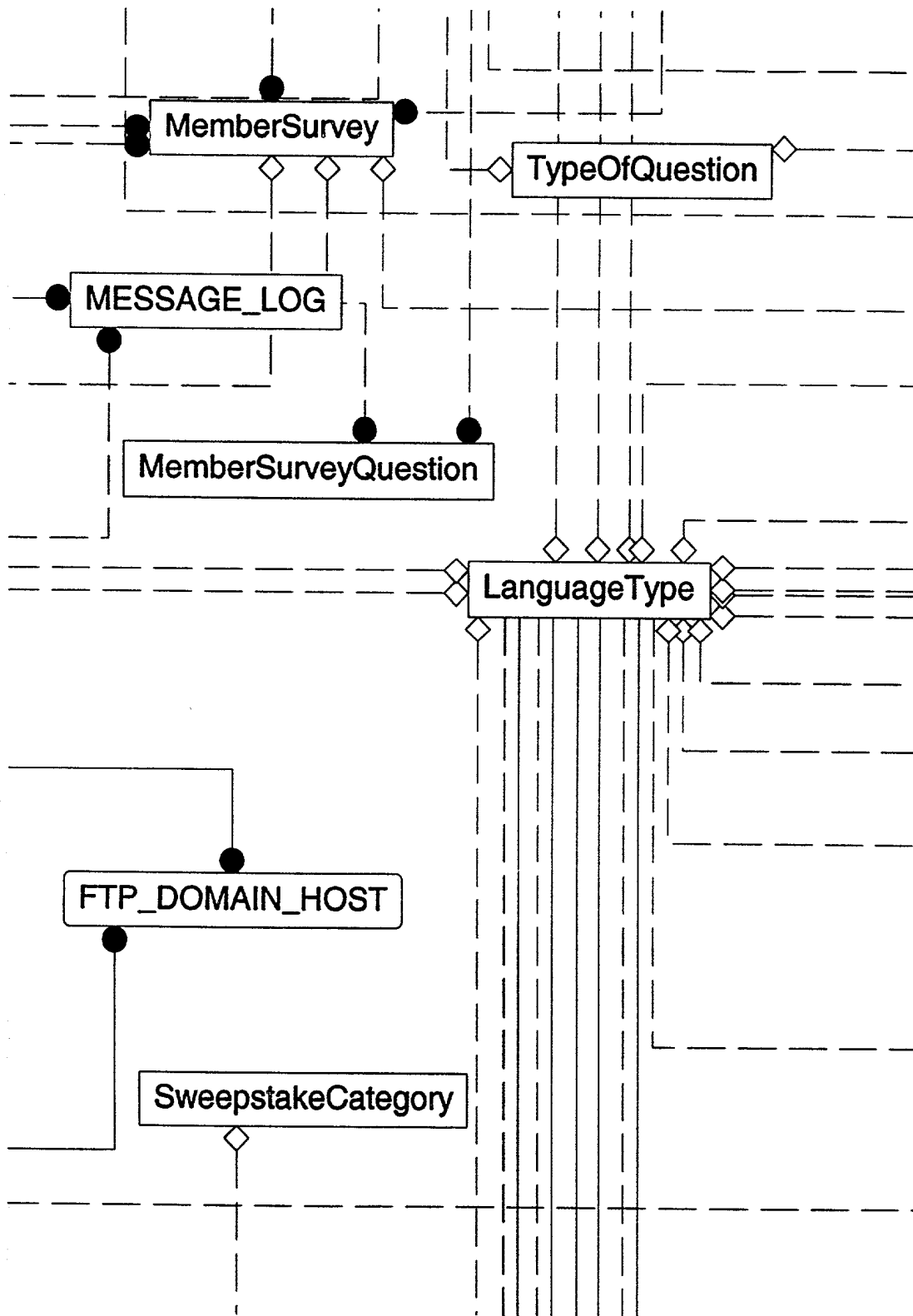


FIG.10B(iv)

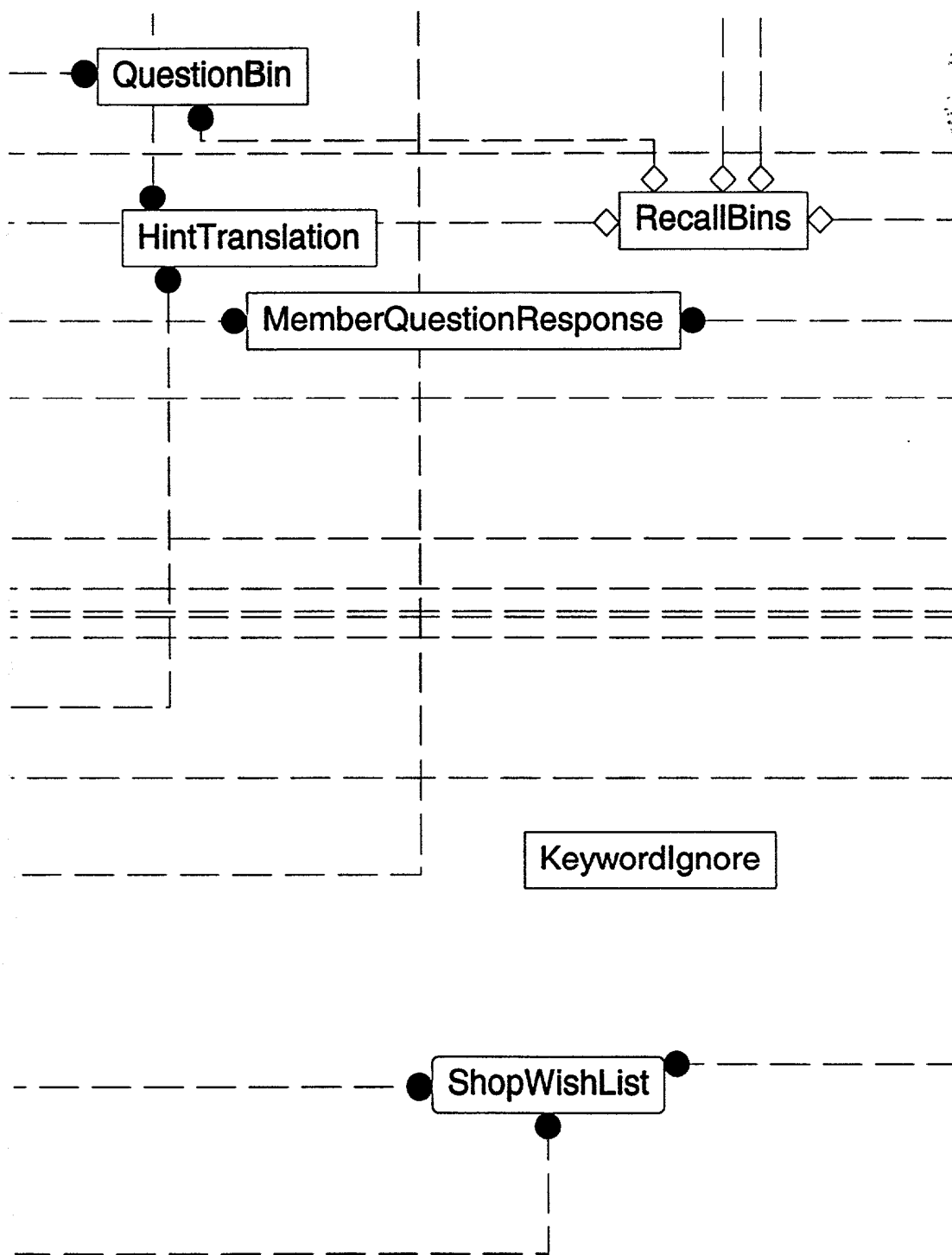


FIG.10B(v)

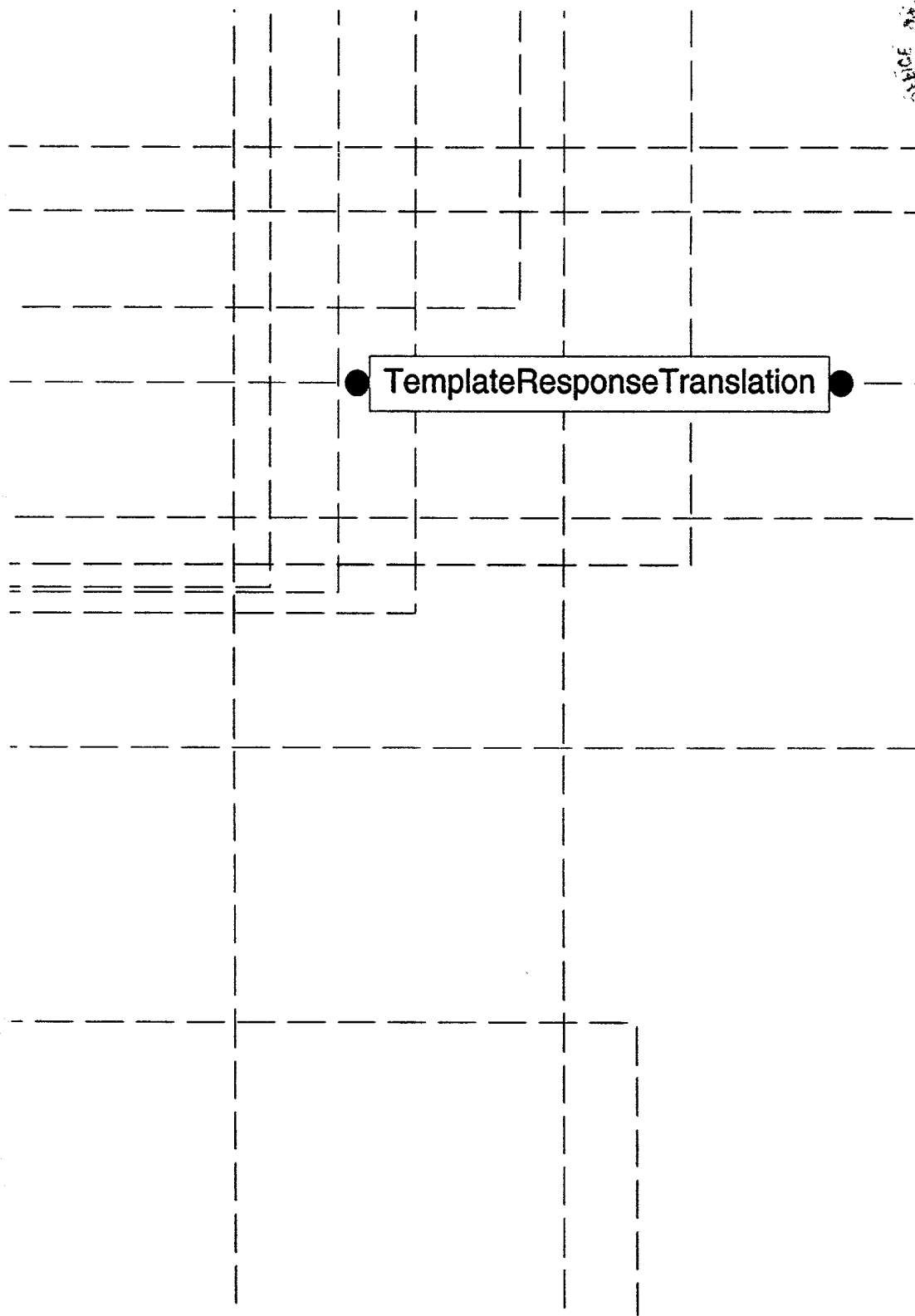
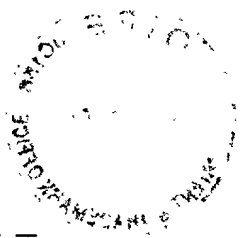


FIG.10B(vi)

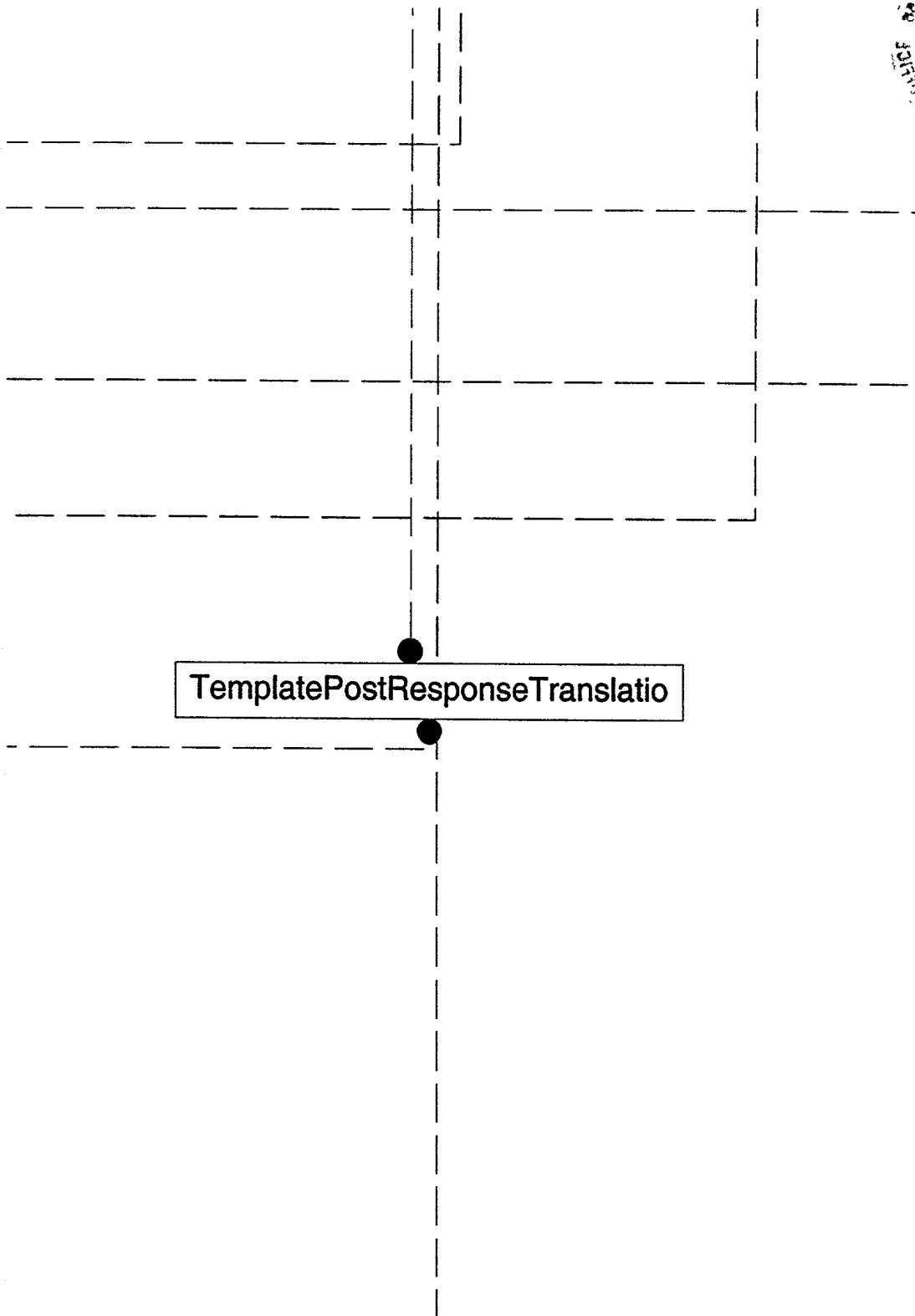


FIG.10B(vii)

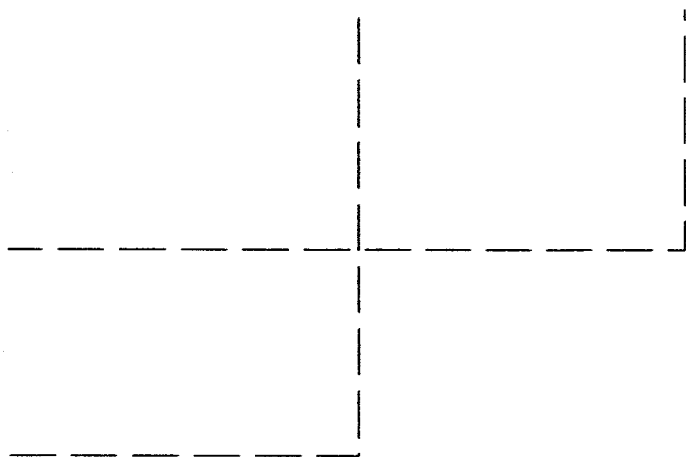


FIG.10B(viii)



TMS_StatRec

TMS_ProgRec

TPS_ZipCode

TMS_SkedRec

AdvertiserETLMetaData

FIG.10C(i)

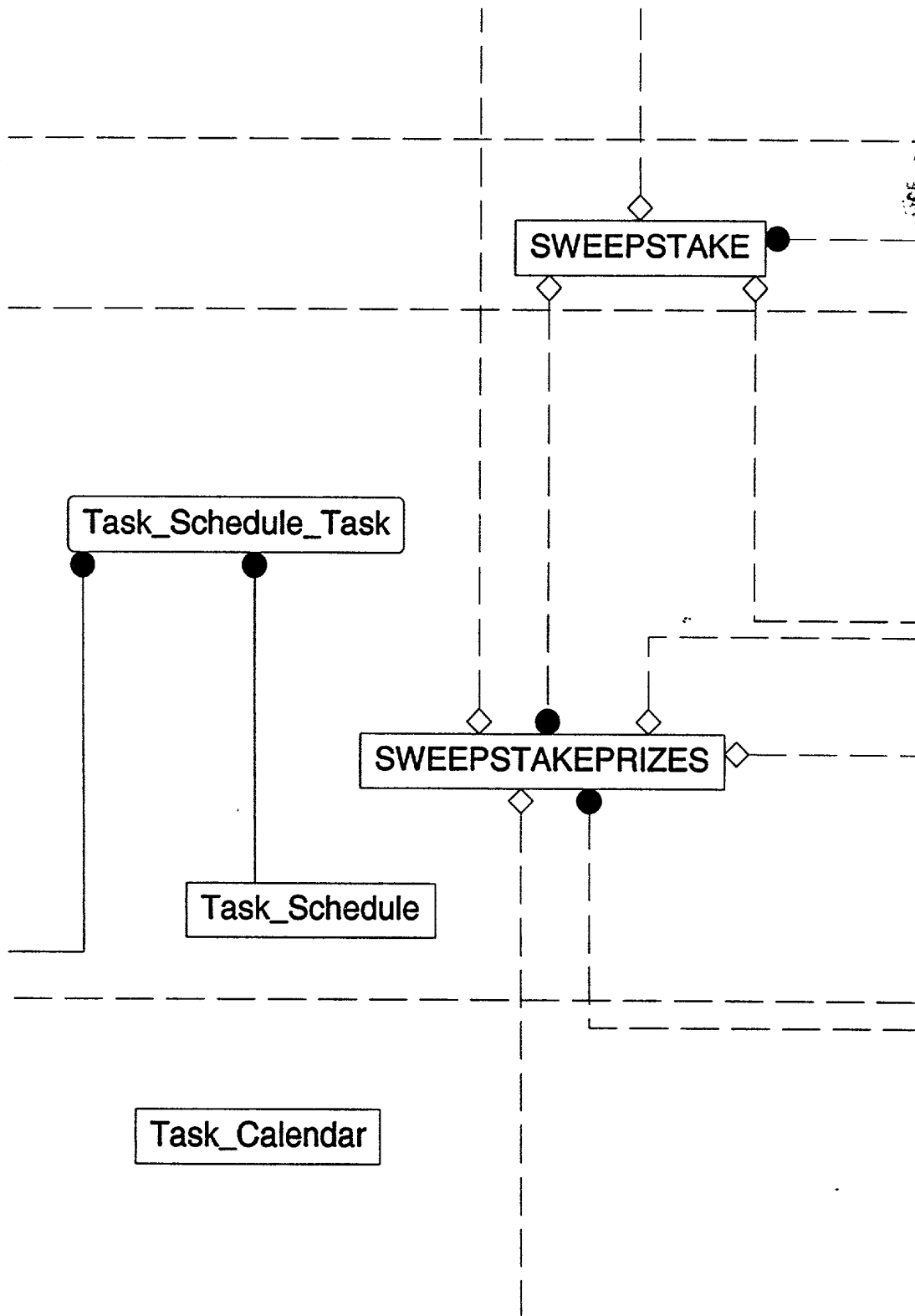


FIG.10C(iii)

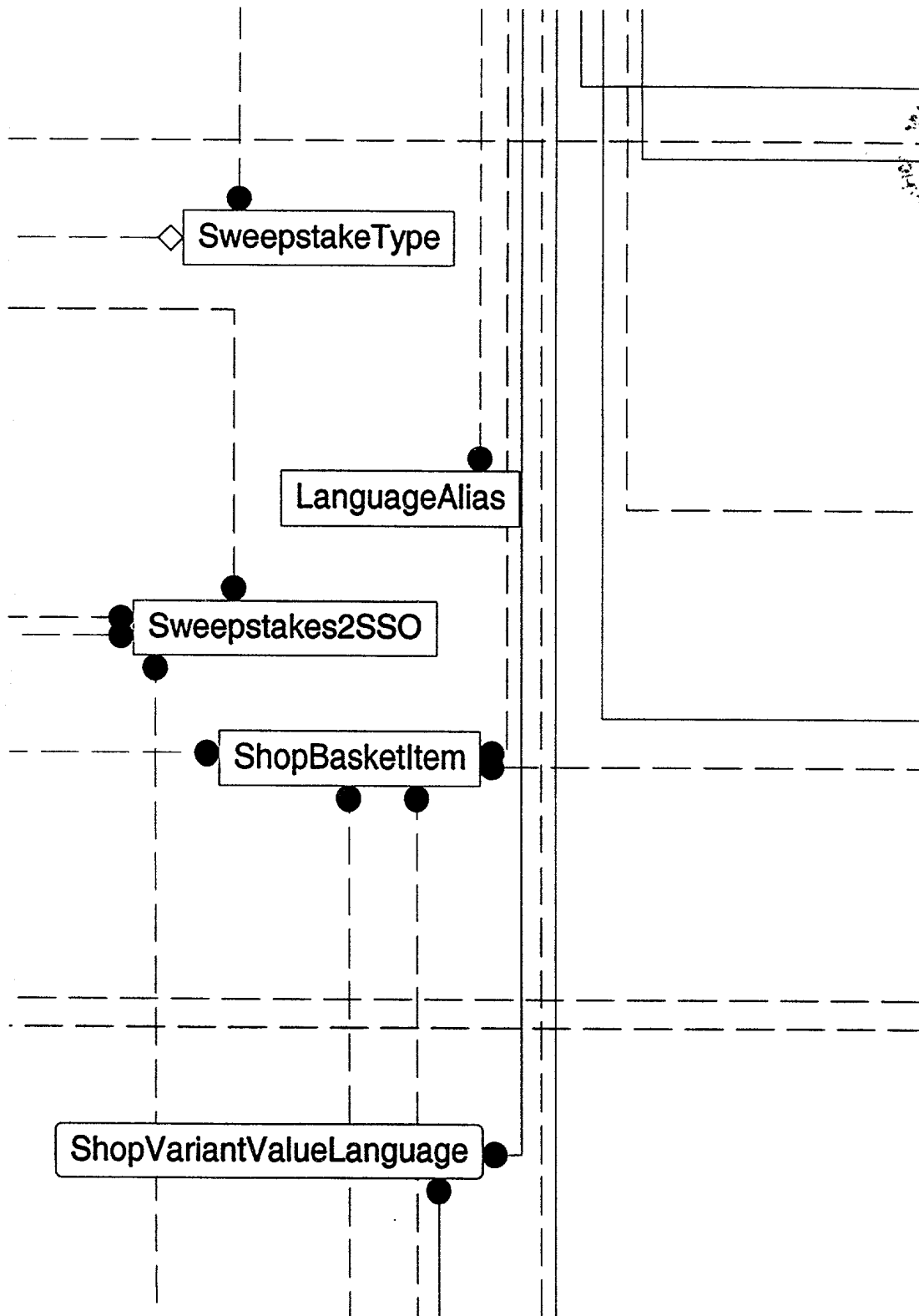


FIG.10C(iv)

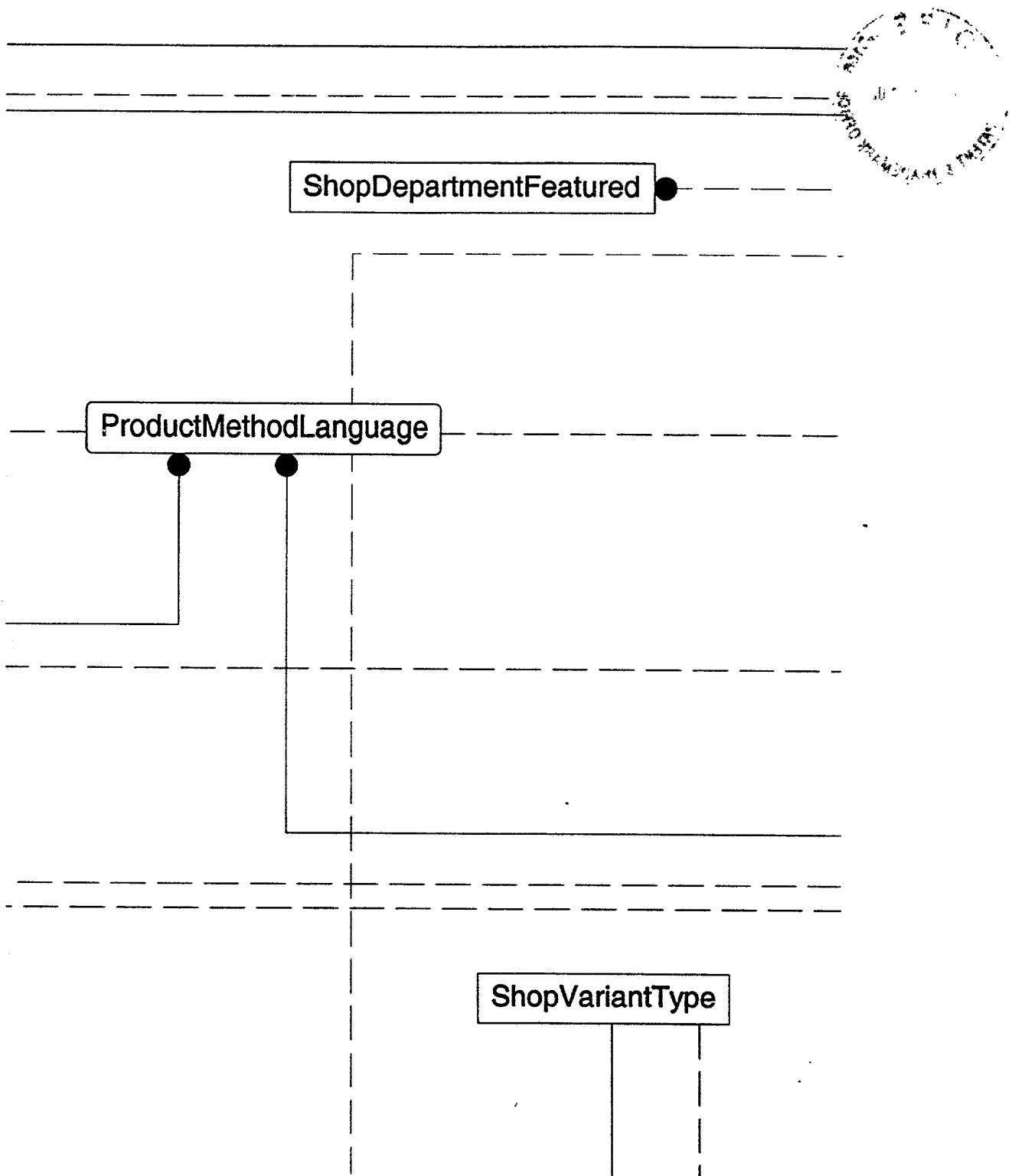


FIG.10C(v)

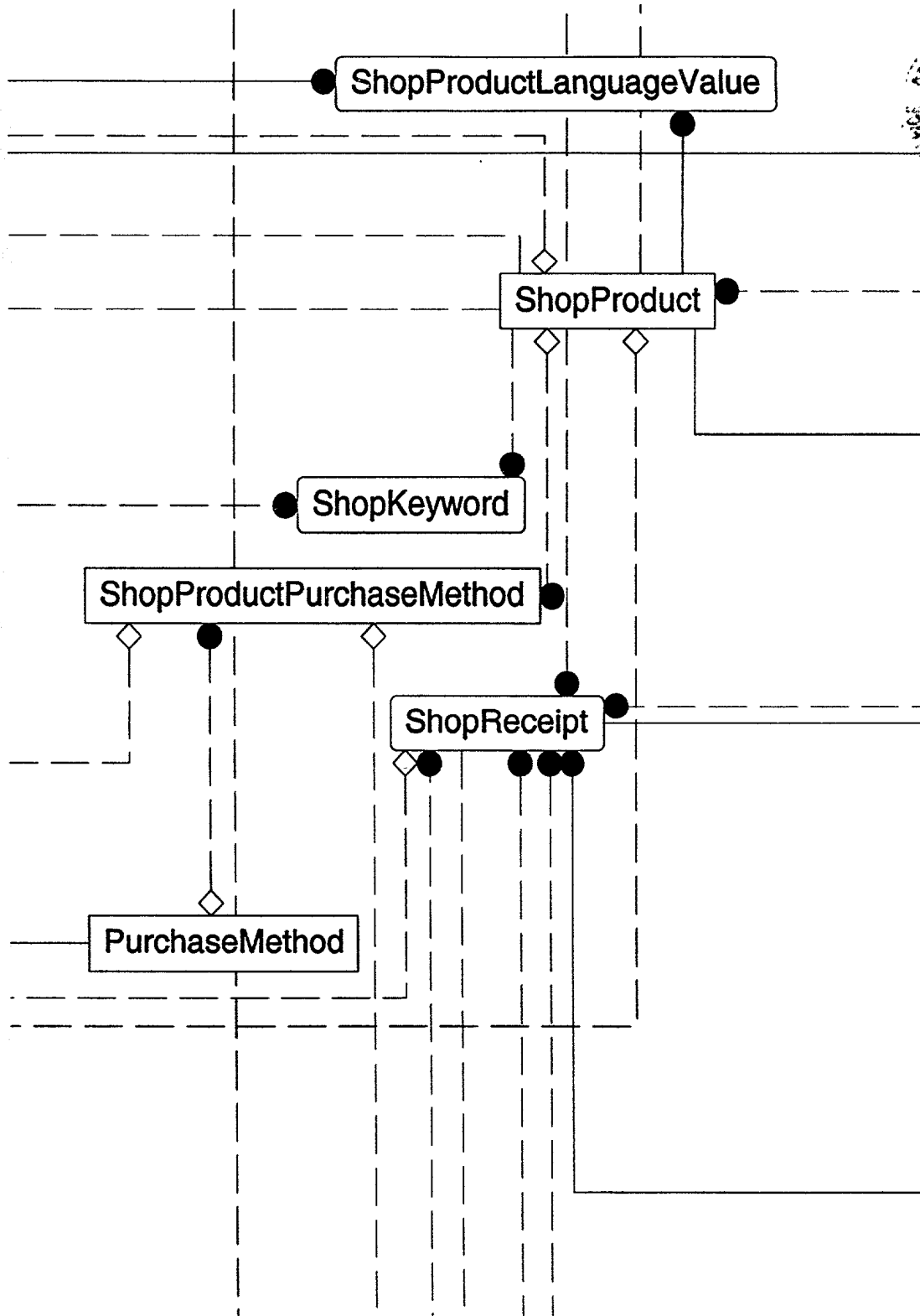


FIG.10C(vi)

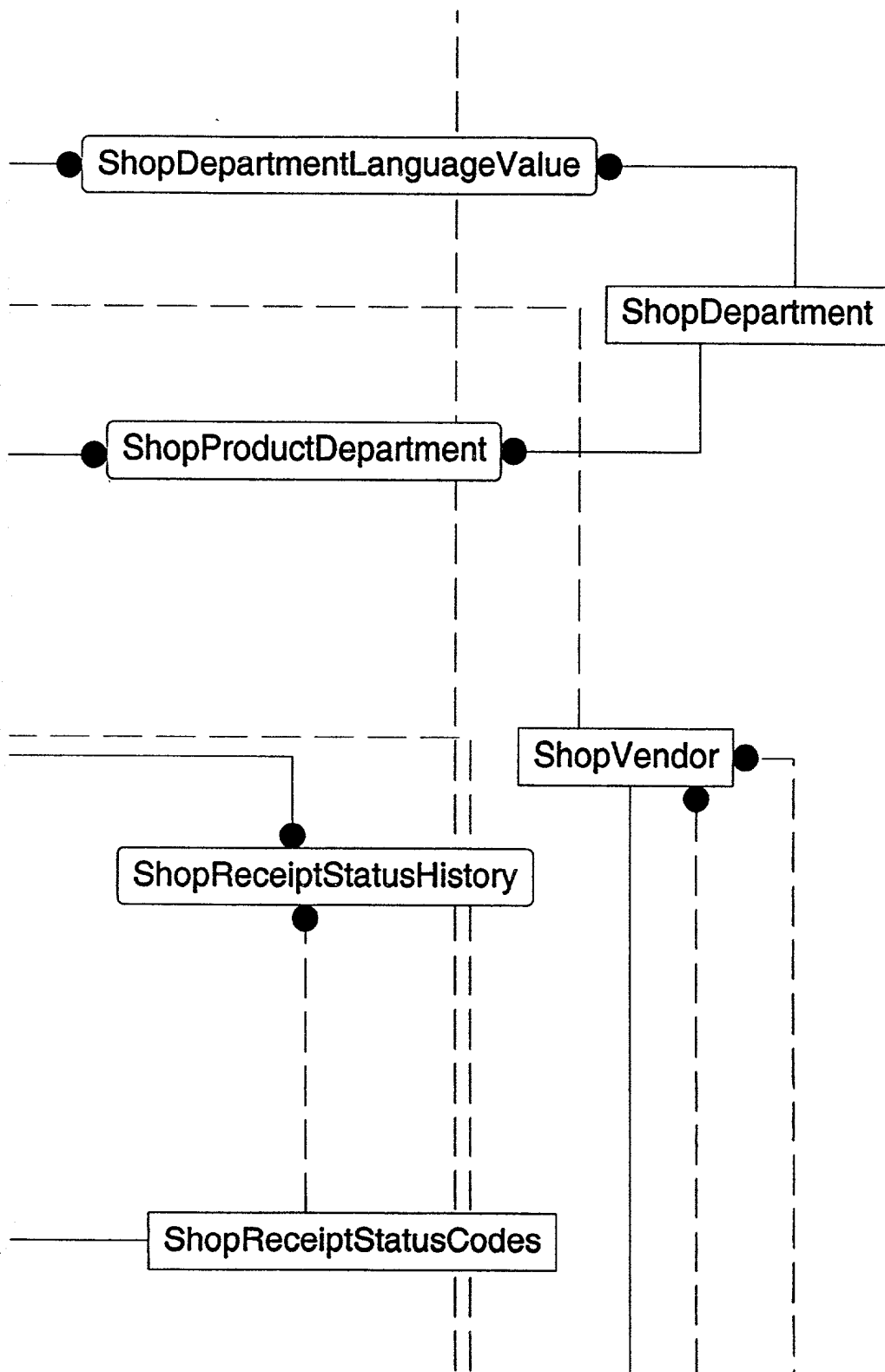


FIG.10C(vii)

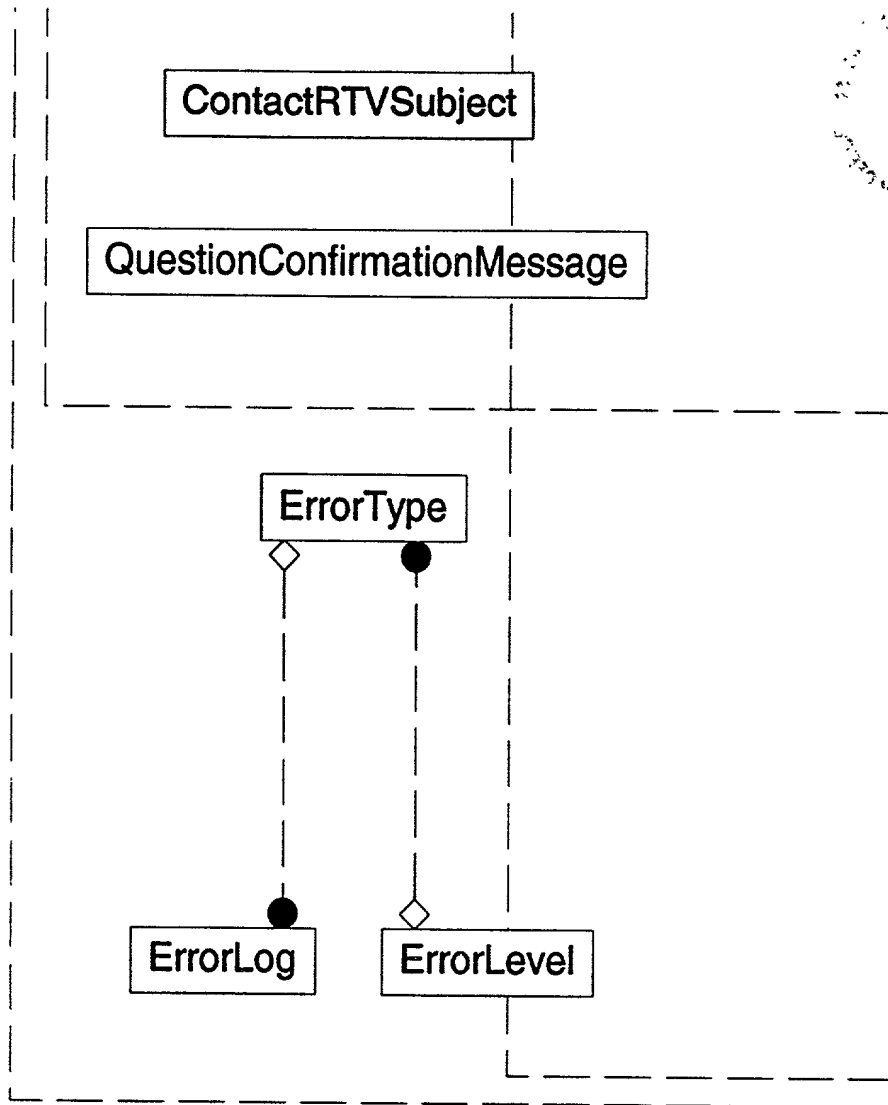


FIG.10D(i)

FREE_SPACE_STATS



TimeSlot



FIG.10D(ii)

FIG. 10D(iii)

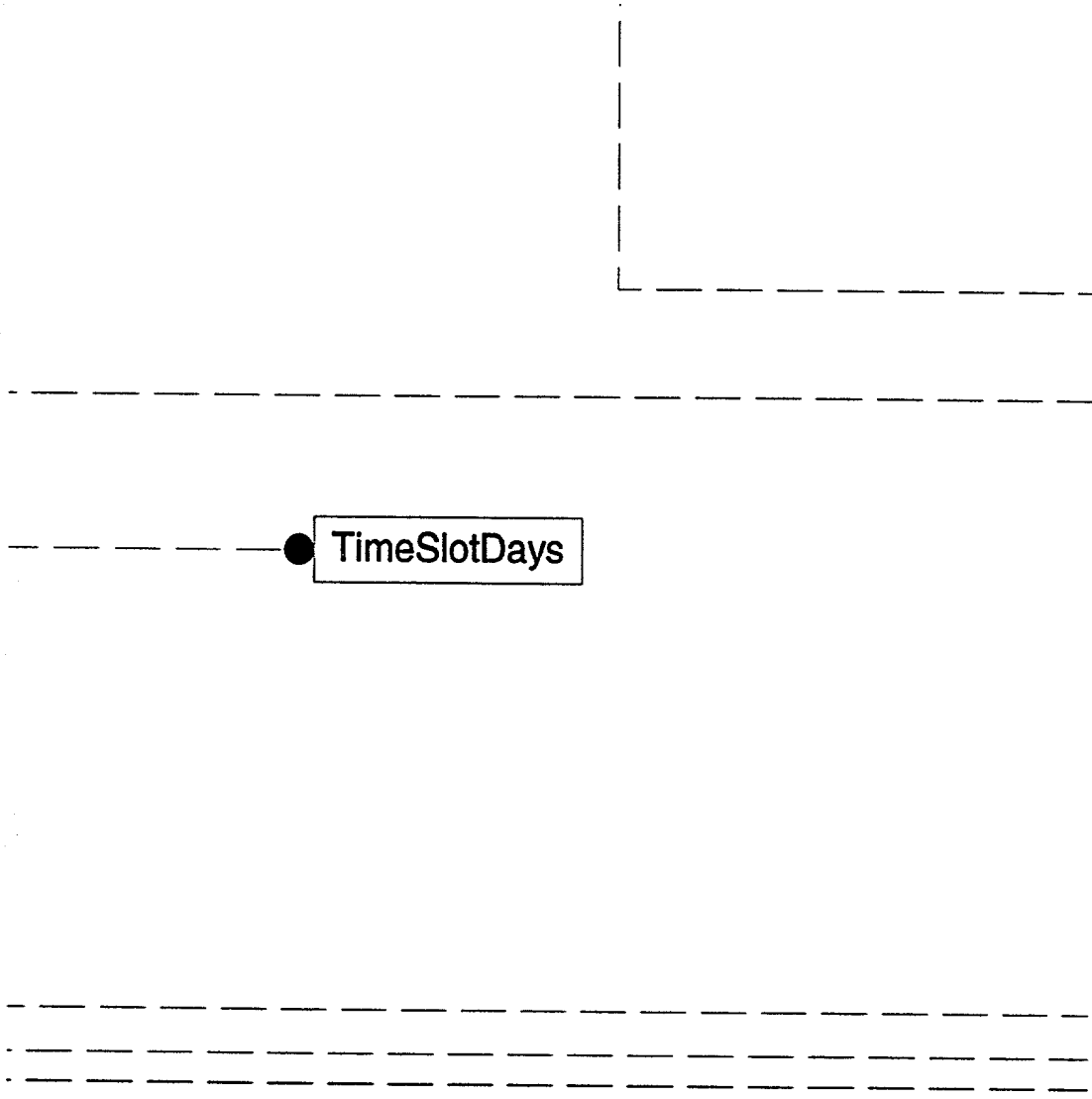


FIG.10D(iii)

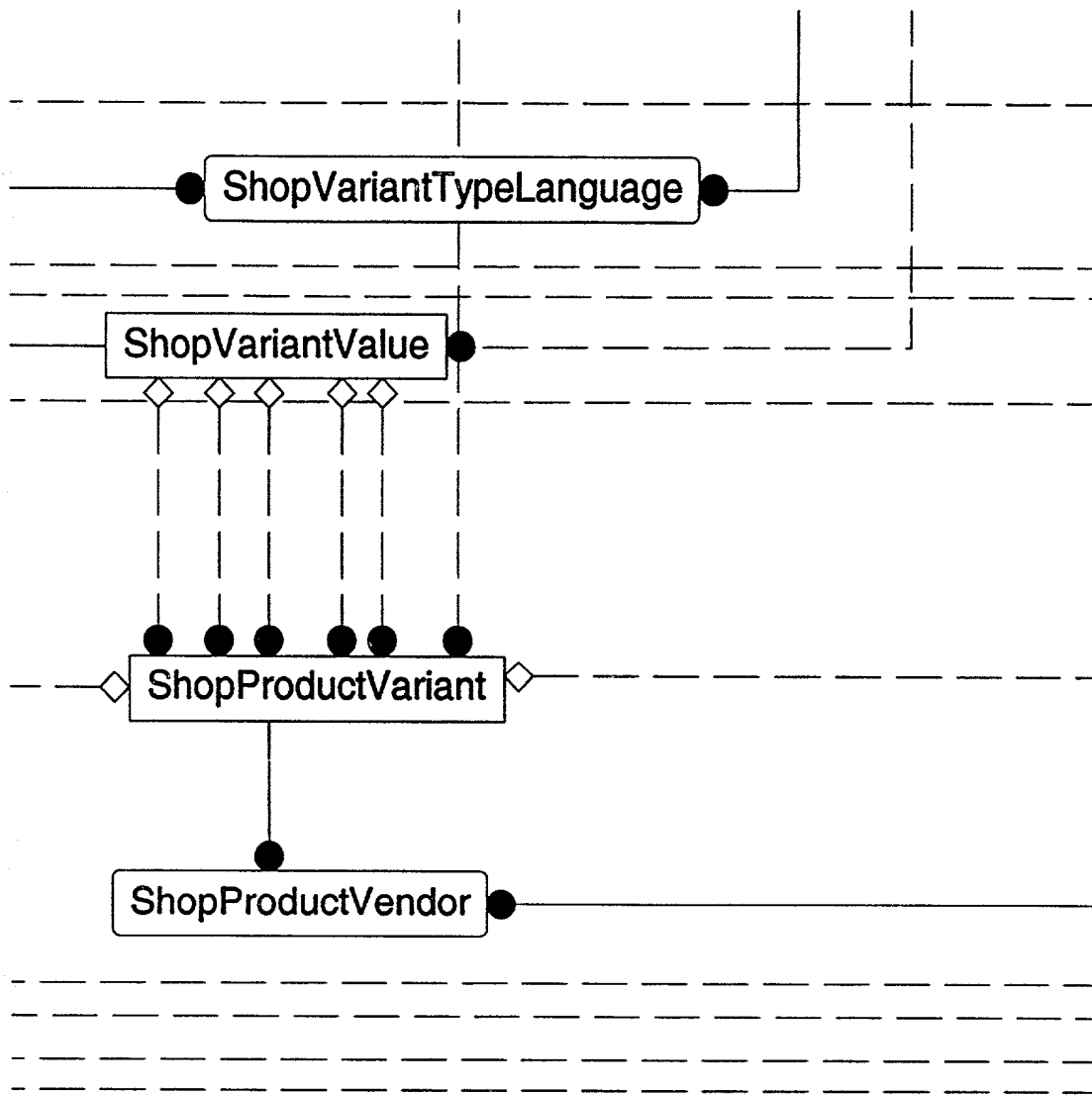


FIG.10D(v)

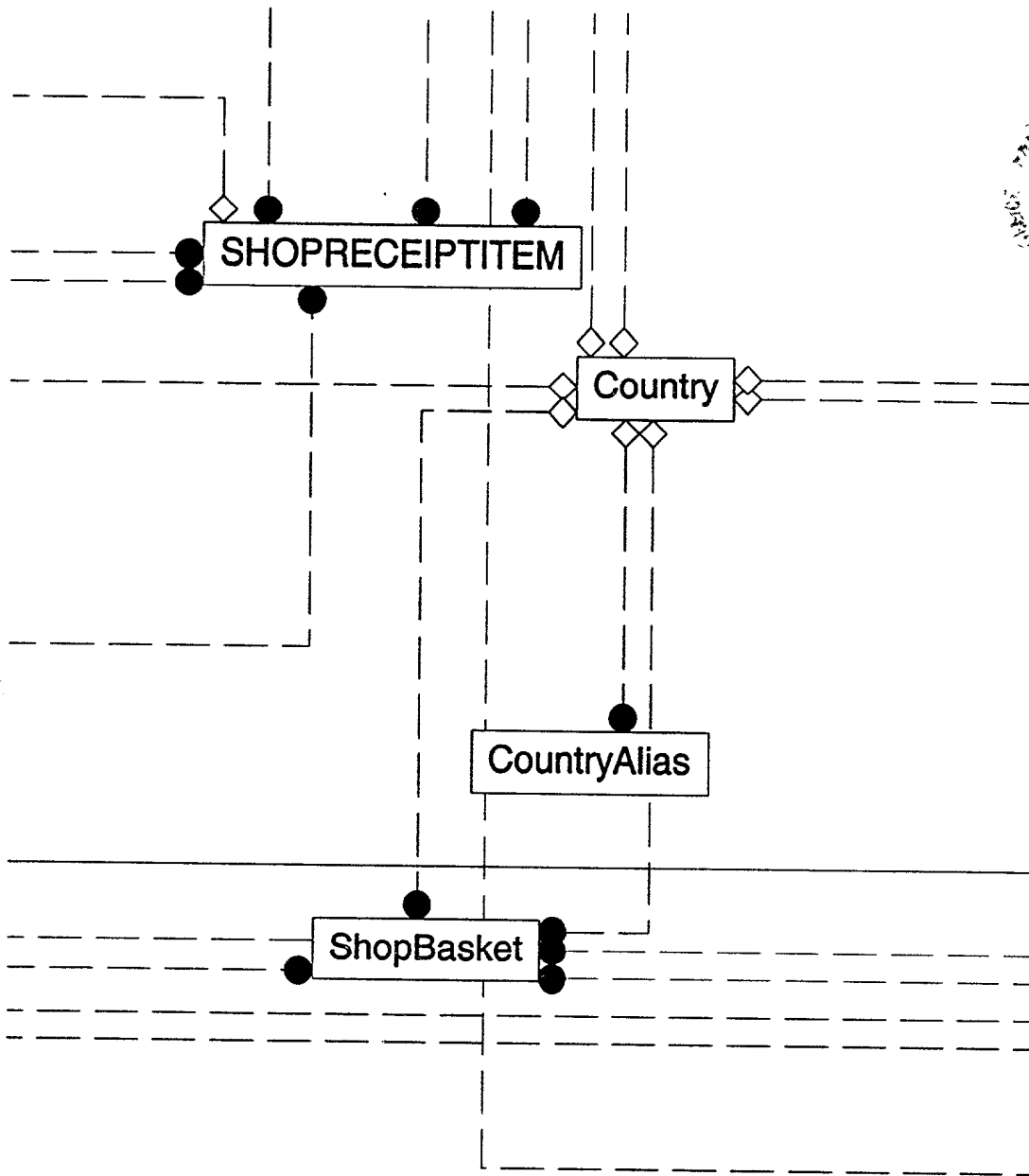


FIG.10D(vi)

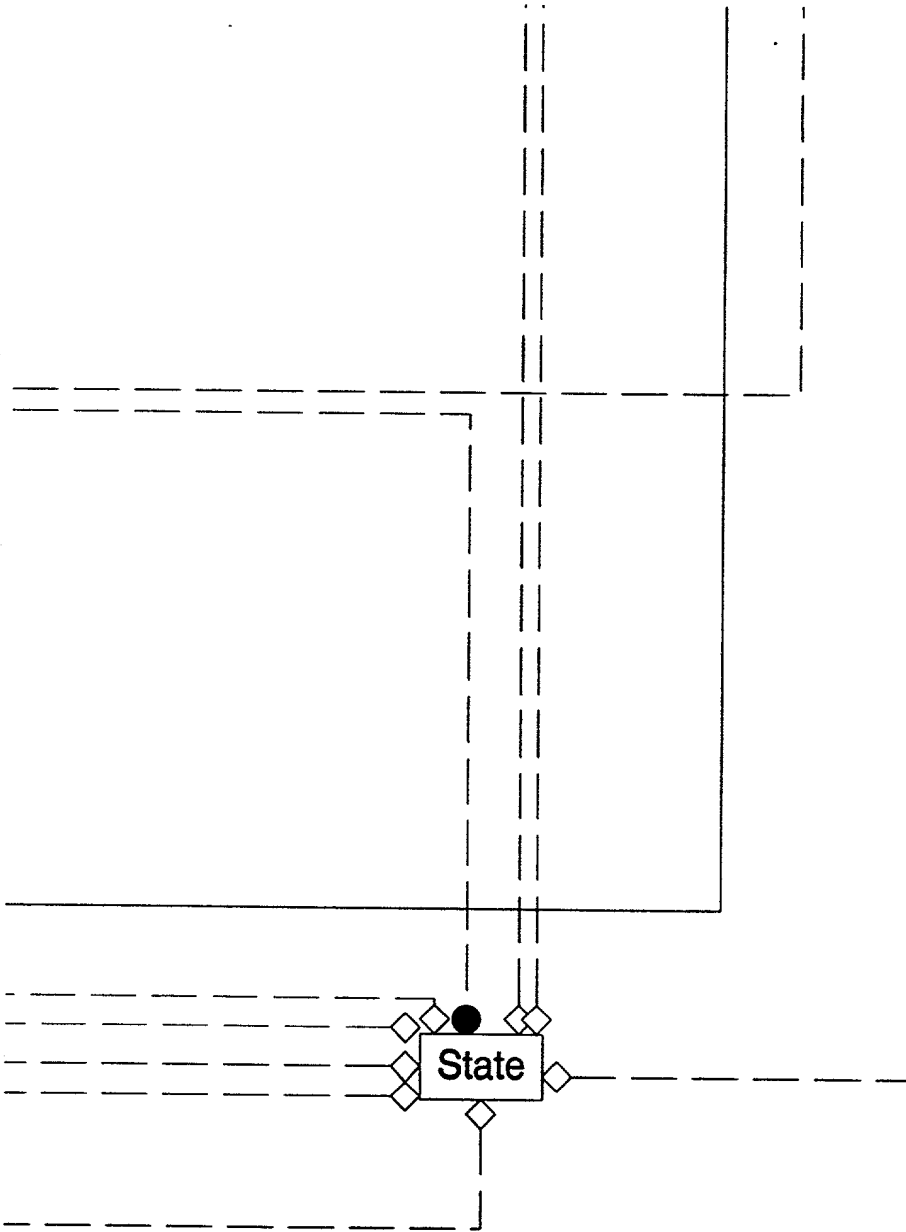


FIG.10D(vii)

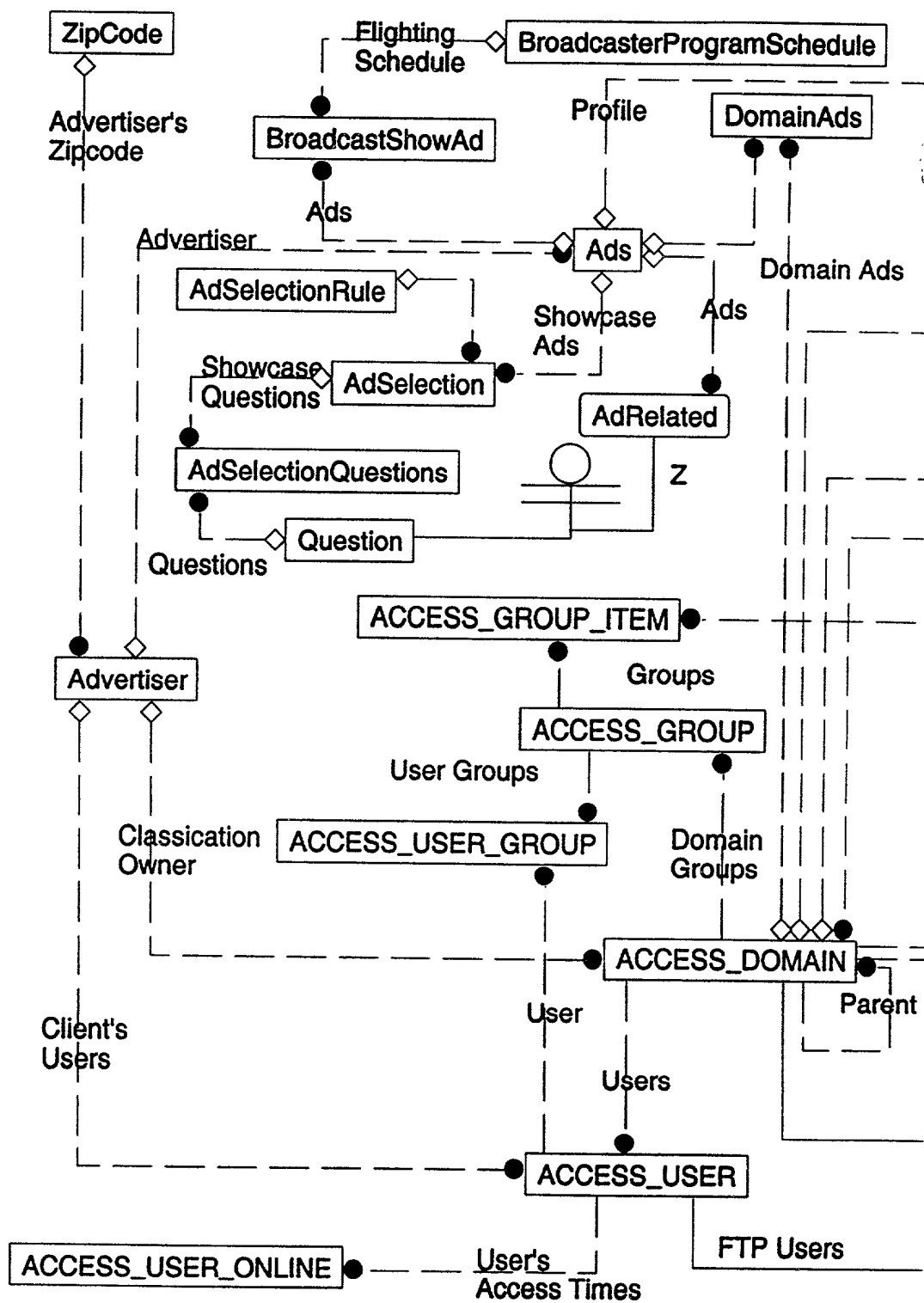


FIG.11A

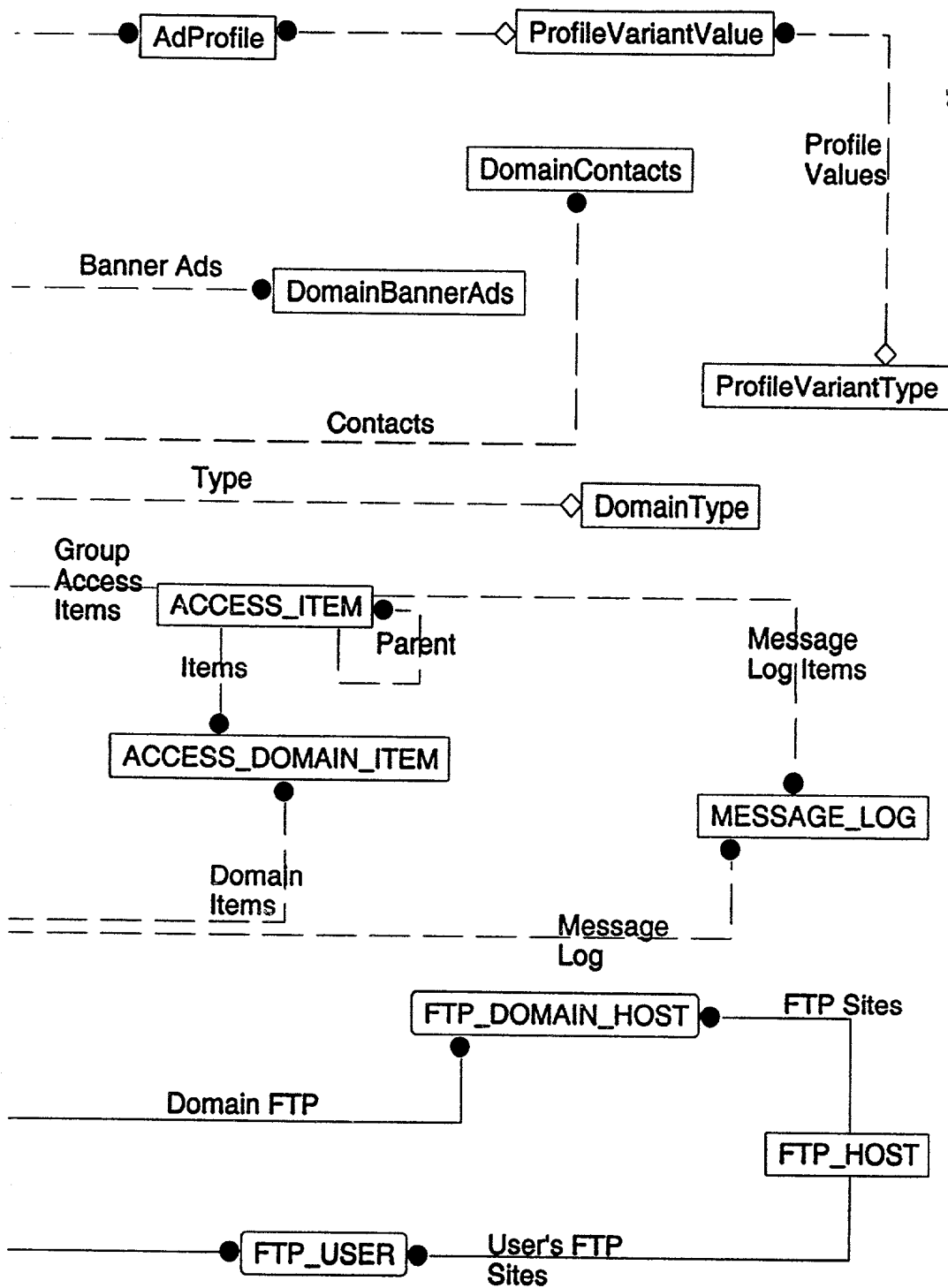


FIG.11B

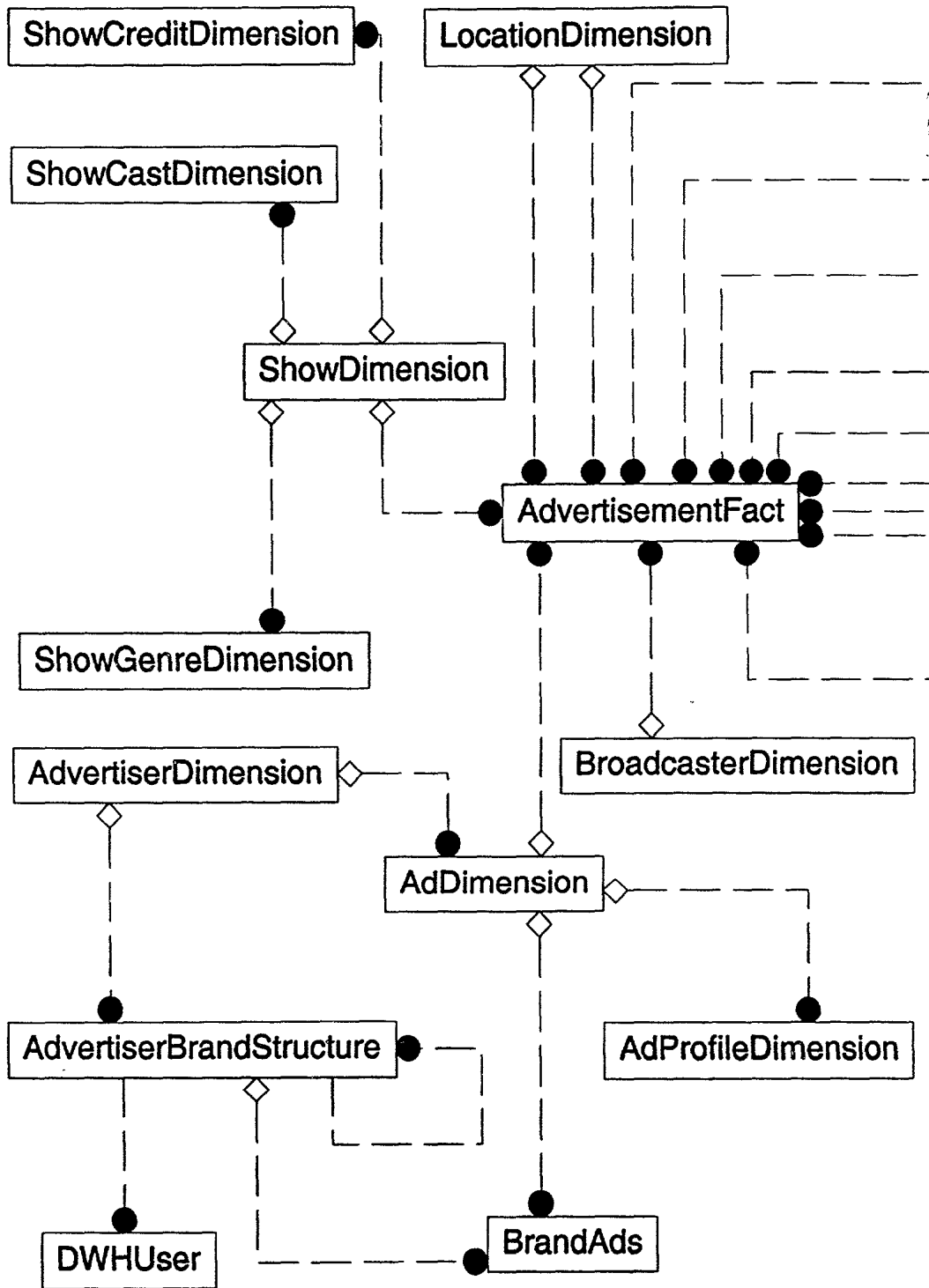


FIG.12A

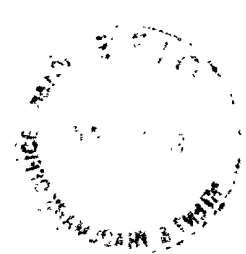
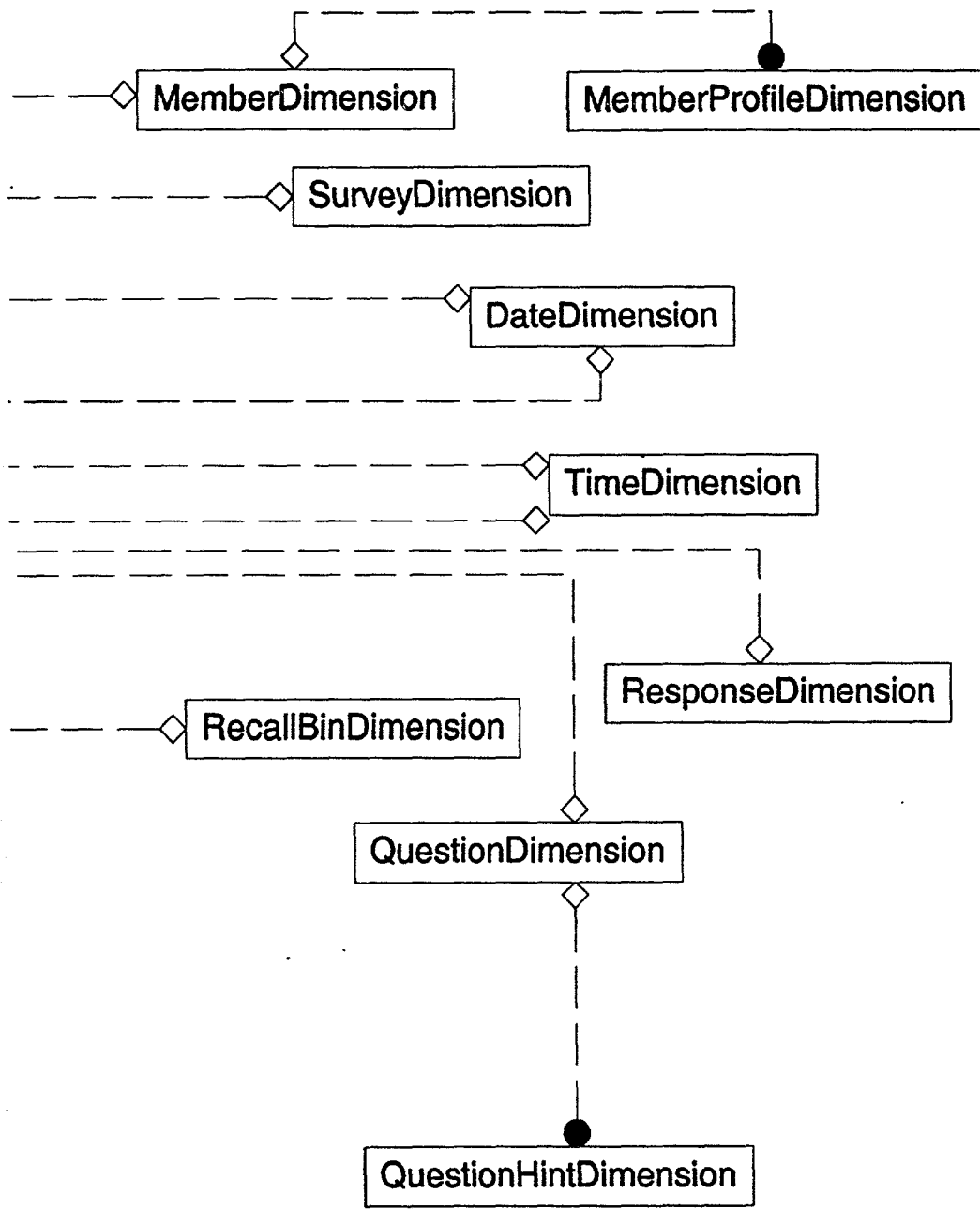


FIG.12B

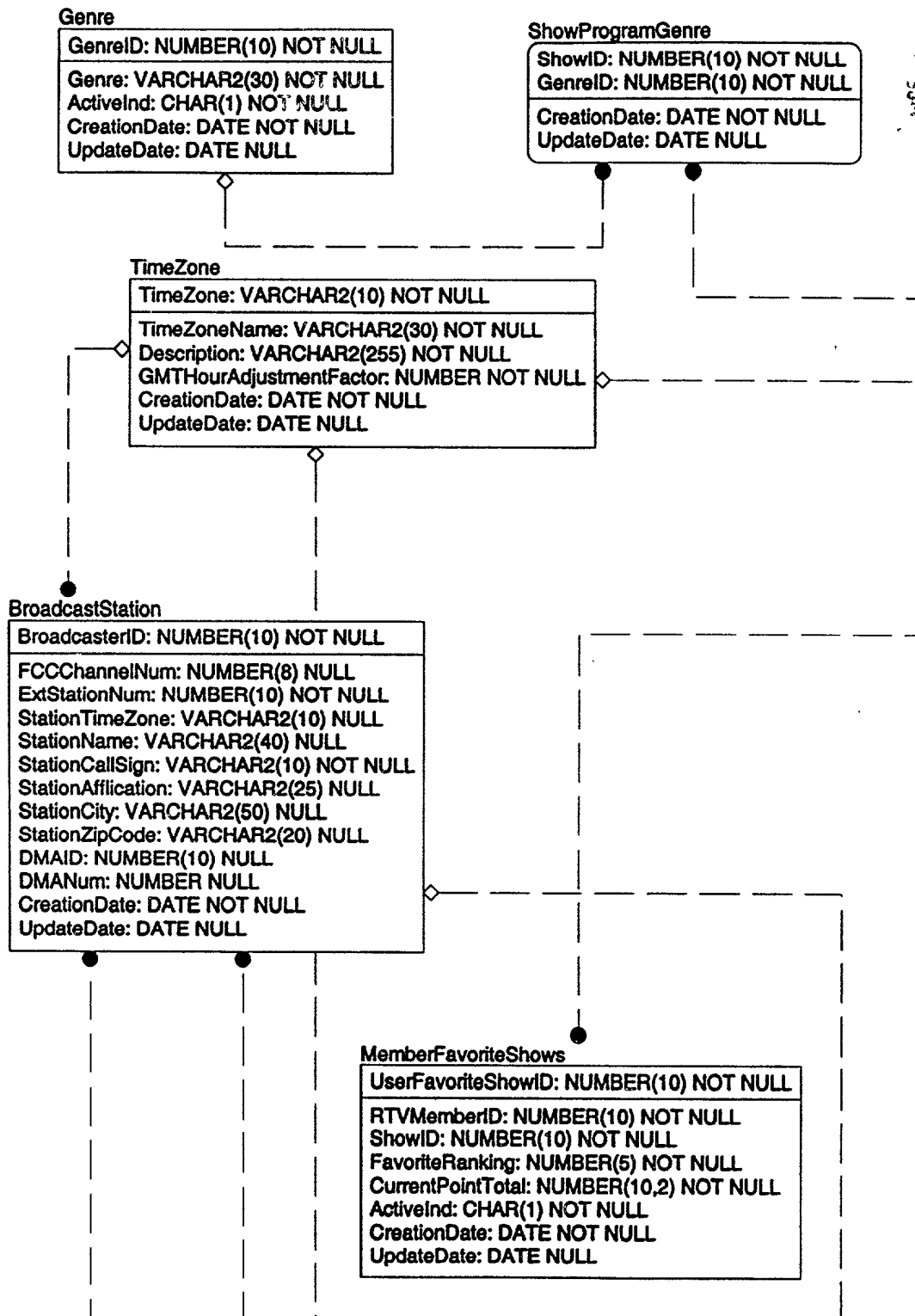


FIG.13A

ShowProgramCast

CastID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NOT NULL
CharacterName: VARCHAR2(50) NULL
CastFirstName: VARCHAR2(32) NOT NULL
CastLastName: VARCHAR2(32) NOT NULL
CastRole: VARCHAR2(30) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

ShowProgram

ShowID: NUMBER(10) NOT NULL
ExtProgramID: VARCHAR2(255) NULL
ProgramTitle: VARCHAR2(255) NOT NULL
ProgramAltTitle: VARCHAR2(255) NULL
AdultContentInd: CHAR(1) NOT NULL
ExplicitLanguageInd: CHAR(1) NOT NULL
NudityInd: CHAR(1) NOT NULL
ViolenceInd: CHAR(1) NOT NULL
SexualContentInd: CHAR(1) NOT NULL
RapeInd: CHAR(1) NOT NULL
ProgramDescription: VARCHAR2(255) NULL
ReleaseYear: NUMBER(4,0) NULL
MPAA: VARCHAR2(5) NULL
StarRating: VARCHAR2(5) NULL
RunTime: VARCHAR2(4) NULL
ColorCodedInd: CHAR(1) NOT NULL
ProgramLanguage: NUMBER(10,0) NULL
CountryOfOrigin: NUMBER(6,0) NULL
MadeForTVInd: CHAR(1) NOT NULL
SourceType: VARCHAR2(10) NULL
ShowType: VARCHAR2(30) NULL
HolidayTheme: VARCHAR2(255) NULL
SynEpisodeNum: VARCHAR2(20) NULL
AltSynEpisodeNum: VARCHAR2(20) NULL
EpisodeTitle: VARCHAR2(255) NULL
NetworkSyndicatedType: VARCHAR2(30) NULL
AltShowDescription: VARCHAR2(255) NULL
OrgStudio: CHAR(30) NULL
GameDateTime: DATE NULL
EventTimeZone: VARCHAR2(10) NULL
OriginalAirDate: DATE NULL
AltExternalProgramID: VARCHAR2(8) NULL
AllowAsFeatureShowInd: CHAR(1) NOT NULL
AllowAsFavoriteShowInd: CHAR(1) NOT NULL
SeriesInd: CHAR(1) NOT NULL
ParentShowID: NUMBER(10) NULL
RequireEpisodeGenerationInd: CHAR(1) NOT NULL
AlteredByLAGRInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.13B

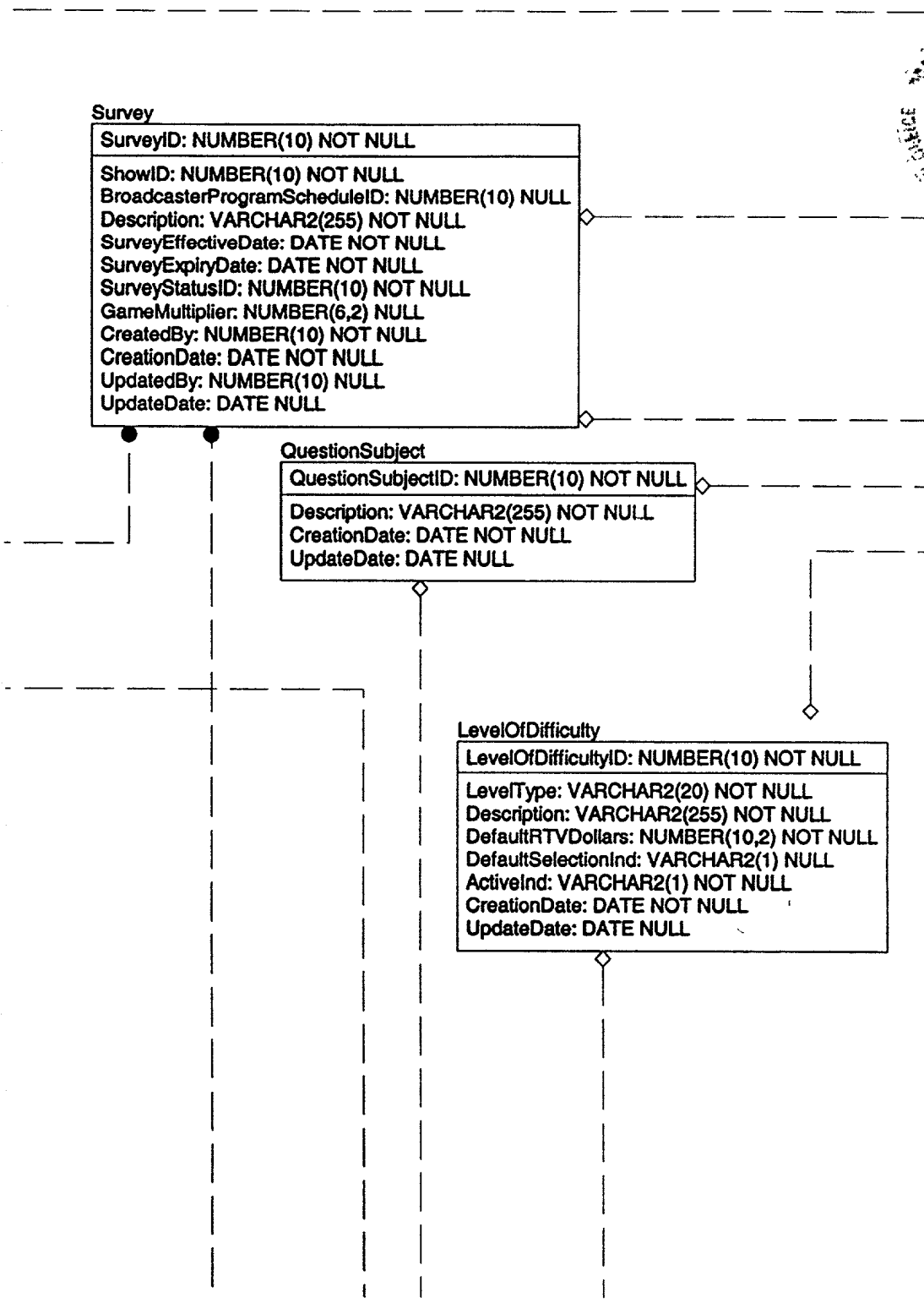


FIG.13C

MemberSurvey

MemberSurveyID: NUMBER(10) NOT NULL
BroadcasterProgramScheduleID: NUMBER(10) NULL
RTVMemberID: NUMBER(10) NOT NULL
OtherSurveyID: NUMBER(10) NULL
DateTimeSurveyTaken: DATE NOT NULL
DateTimeSurveyCompleted: DATE NULL
MaximumRTVPointsAvailable: NUMBER(10,2) NOT NULL
SurveyExpiryDate: DATE NOT NULL
ProfileMatchingInd: CHAR(1) NOT NULL
FeaturedShowInd: CHAR(1) NOT NULL
CompletedInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
SurveyID: NUMBER(10) NULL

SurveyTypeQuestions

SurveyTypeQuestionID: NUMBER(10) NOT NULL
SurveyID: NUMBER(10) NOT NULL
QuestionSubjectID: NUMBER(10) NOT NULL
QuestionCategoryID: NUMBER(10) NOT NULL
LevelOfDifficultyID: NUMBER(10) NOT NULL
NumberOfQuestions: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

GossipType

GossipTypeID: NUMBER(10) NOT NULL
GossipType: VARCHAR2(20) NULL
Description: VARCHAR2(255) NULL
ActiveInd: VARCHAR2(1) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

Gossip

GossipID: NUMBER(10) NOT NULL
GossipTypeID: NUMBER(10) NULL
GossipDate: DATE NOT NULL
GossipTopic: VARCHAR2(20) NOT NULL
GossipSummaryText: VARCHAR2(255) NOT NULL
GossipURL: VARCHAR2(255) NOT NULL
EffectiveDate: DATE NOT NULL
ExpiryDate: DATE NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.13D

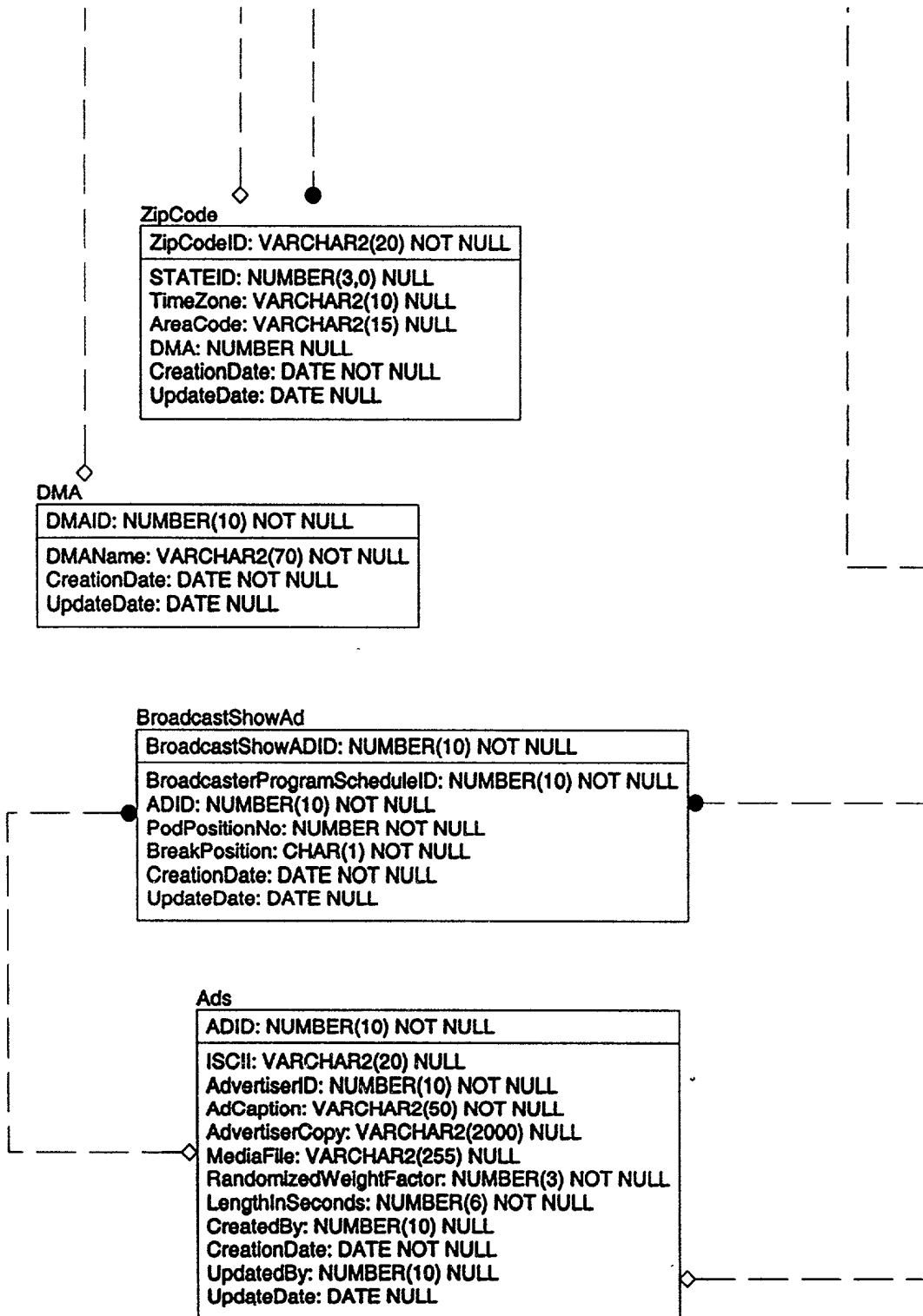


FIG.13E

ShowProgram

ShowID: NUMBER(10) NOT NULL
ExtProgramID: VARCHAR2(255) NULL
ProgramTitle: VARCHAR2(255) NOT NULL
ProgramAltTitle: VARCHAR2(255) NULL
AdultContentInd: CHAR(1) NOT NULL
ExplicitLanguageInd: CHAR(1) NOT NULL
NudityInd: CHAR(1) NOT NULL
ViolenceInd: CHAR(1) NOT NULL
SexualContentInd: CHAR(1) NOT NULL
RapeInd: CHAR(1) NOT NULL
ProgramDescription: VARCHAR2(255) NULL
ReleaseYear: NUMBER(4,0) NULL
MPAA: VARCHAR2(5) NULL
StarRating: VARCHAR2(5) NULL
RunTime: VARCHAR2(4) NULL
ColorCodedInd: CHAR(1) NOT NULL
ProgramLanguage: NUMBER(10,0) NULL
CountryOfOrigin: NUMBER(6,0) NULL
MadeForTVInd: CHAR(1) NOT NULL
SourceType: VARCHAR2(10) NULL
ShowType: VARCHAR2(30) NULL
HolidayTheme: VARCHAR2(255) NULL
SynEpisodeNum: VARCHAR2(20) NULL
AltSynEpisodeNum: VARCHAR2(20) NULL
EpisodeTitle: VARCHAR2(255) NULL
NetworkSyndicatedType: VARCHAR2(30) NULL
AltShowDescription: VARCHAR2(255) NULL
OrgStudio: CHAR(30) NULL
GameDateTime: DATE NULL
EventTimeZone: VARCHAR2(10) NULL
OriginalAirDate: DATE NULL
AltExternalProgramID: VARCHAR2(8) NULL
AllowAsFeatureShowInd: CHAR(1) NOT NULL
AllowAsFavoriteShowInd: CHAR(1) NOT NULL
SeriesInd: CHAR(1) NOT NULL
ParentShowID: NUMBER(10) NULL
RequireEpisodeGenerationInd: CHAR(1) NOT NULL
AlteredByIAGRInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.14A

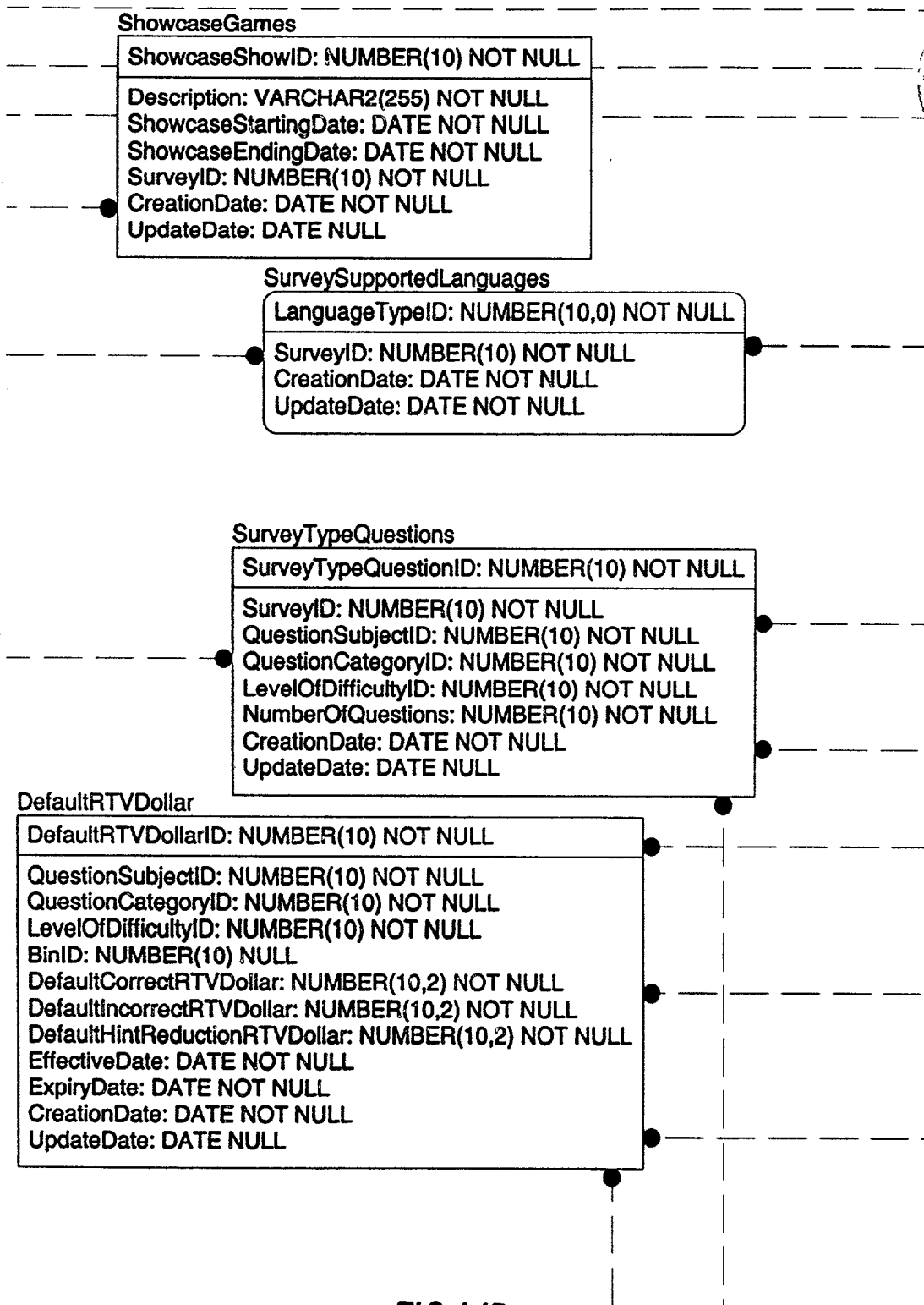


FIG.14B

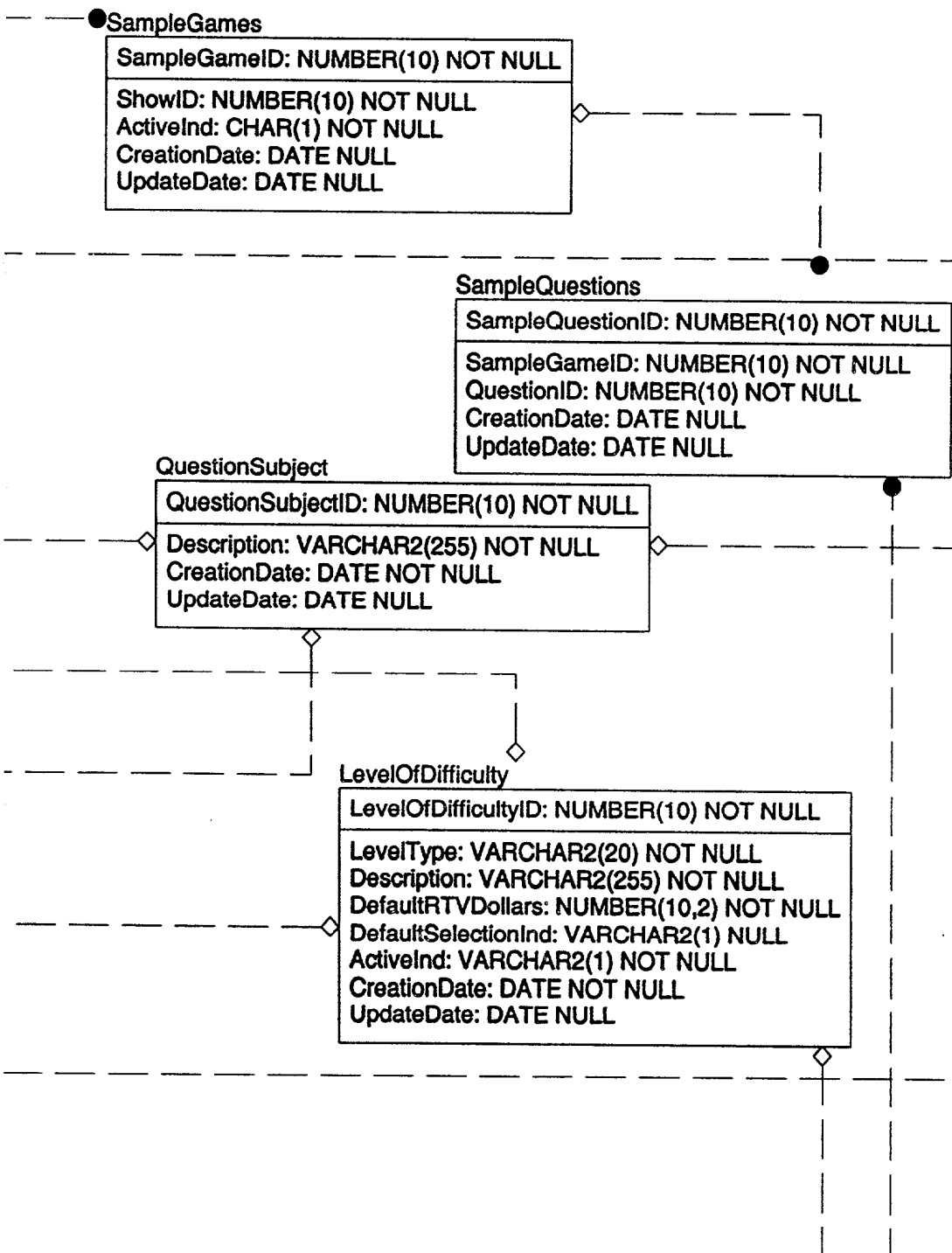


FIG.14C

OtherSurveyType

OtherSurveyTypeID: NUMBER(10) NOT NULL

OtherSurveyType: VARCHAR2(255) NOT NULL

ActiveInd: VARCHAR2(1) NOT NULL

CreationDate: DATE NULL

UpdateDate: DATE NULL

QuestionSupportedLanguages

QuestionSupportLanguageID: NUMBER(10) NOT NULL

QuestionID: NUMBER(10) NOT NULL

LanguageTypeID: NUMBER(10,0) NOT NULL

OriginalLanguageInd: CHAR(1) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

PostResponseTranslation

PostResponseTranslationID: NUMBER(10) NOT NULL

QuestionID: NUMBER(10) NOT NULL

LanguageTypeID: NUMBER(10,0) NOT NULL

TranslationText: VARCHAR2(255) NOT NULL

CreationDate: DATE NULL

UpdateDate: DATE NULL

FIG.14D

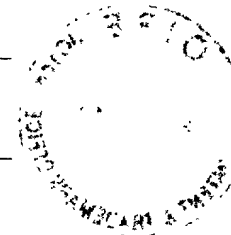
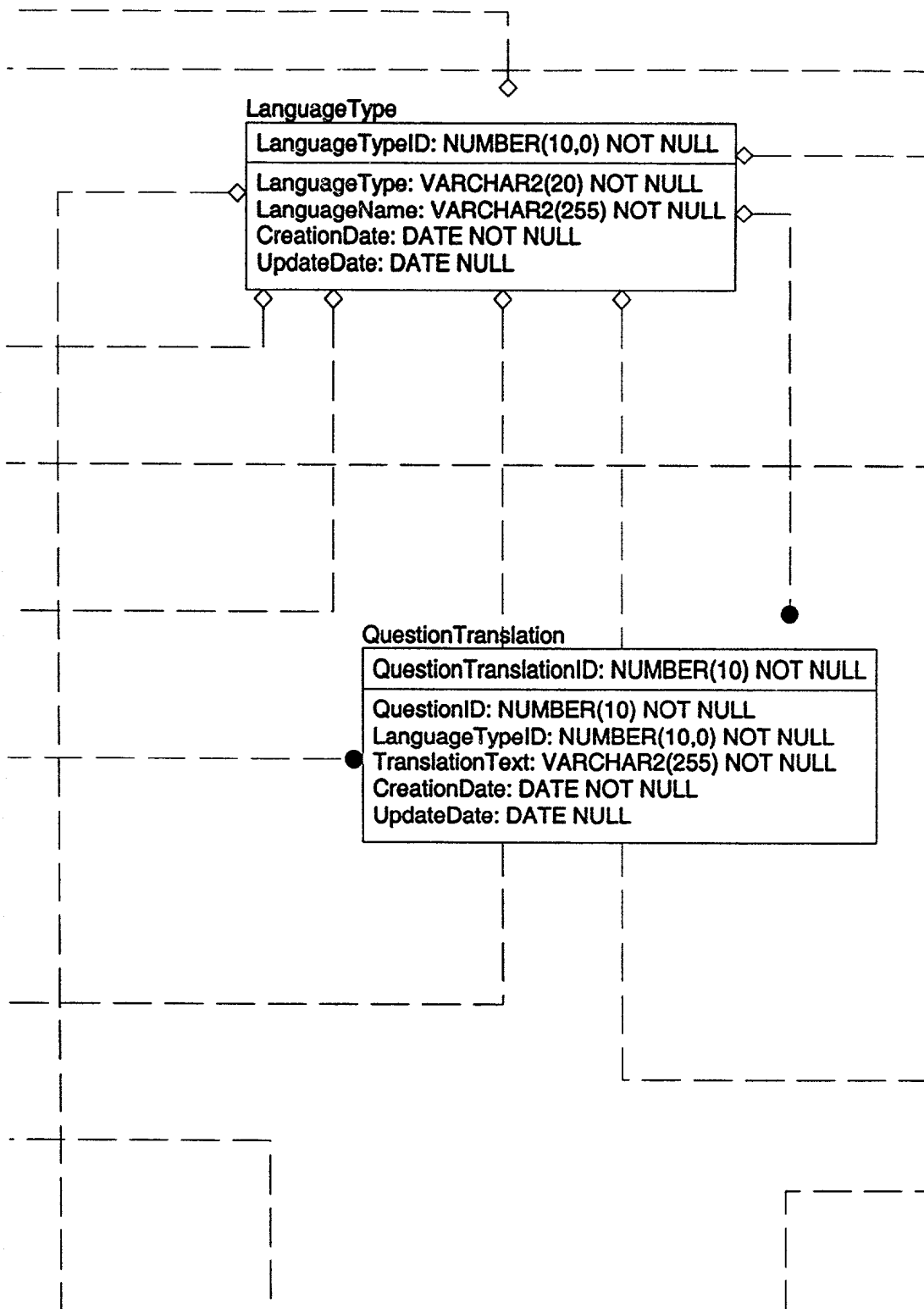


FIG.14E

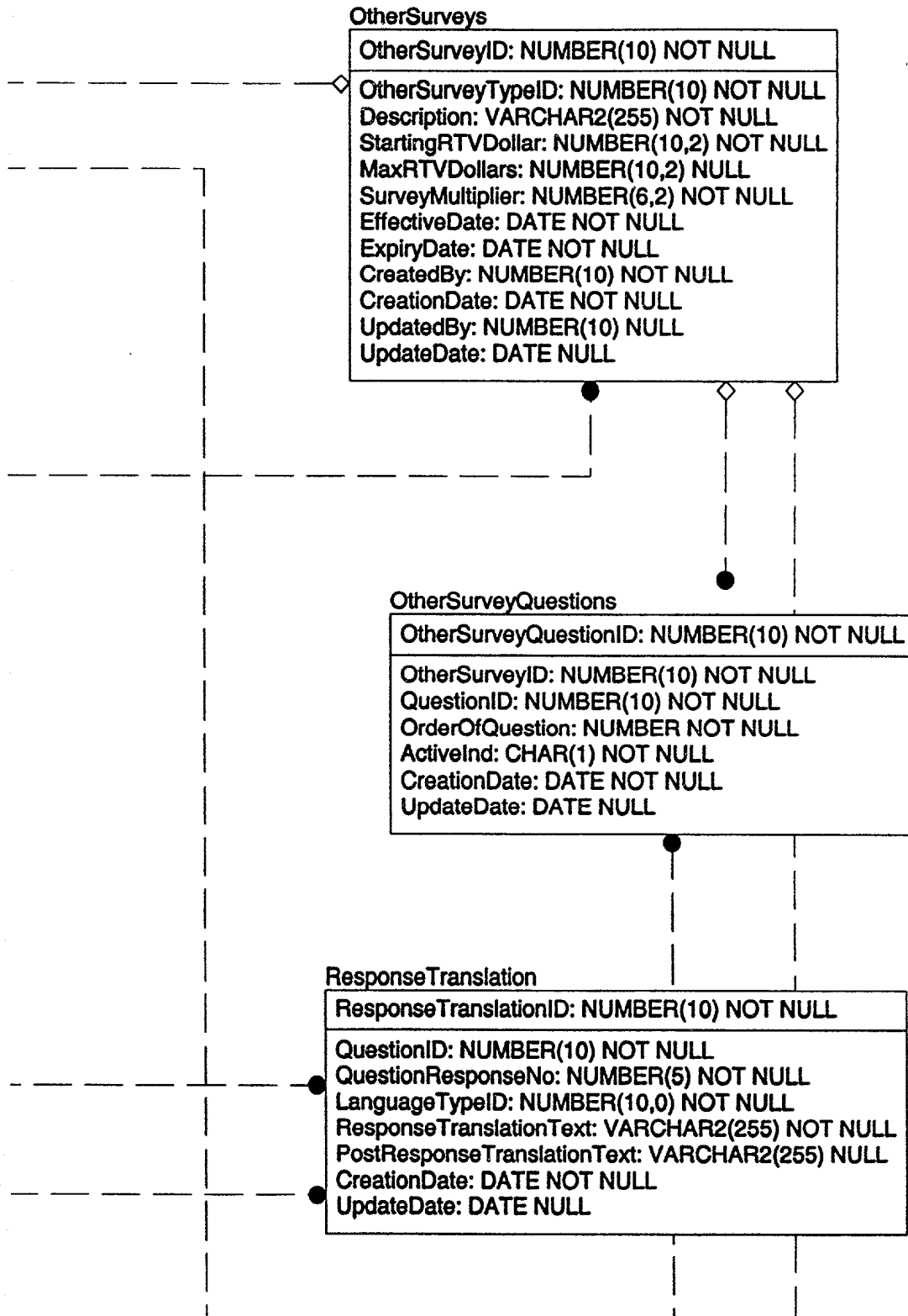


FIG.14F



Survey

SurveyID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NOT NULL
BroadcasterProgramScheduleID: NUMBER(10) NULL
Description: VARCHAR2(255) NOT NULL
SurveyEffectiveDate: DATE NOT NULL
SurveyExpiryDate: DATE NOT NULL
SurveyStatusID: NUMBER(10) NOT NULL
GameMultiplier: NUMBER(6,2) NULL
CreatedBy: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL

FIG.14G

SurveyStatus

SurveyStatusID: NUMBER(10) NOT NULL

StatusCode: VARCHAR2(20) NOT NULL

Description: VARCHAR2(255) NOT NULL

StatusLevel: NUMBER NOT NULL

ActiveInd: VARCHAR2(1) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

MemberSurvey

MemberSurveyID: NUMBER(10) NOT NULL

BroadcasterProgramScheduleID: NUMBER(10) NULL

RTVMemberID: NUMBER(10) NOT NULL

OtherSurveyID: NUMBER(10) NULL

DateTimeSurveyTaken: DATE NOT NULL

DateTimeSurveyCompleted: DATE NULL

MaximumRTVPointsAvailable: NUMBER(10,2) NOT NULL

SurveyExpiryDate: DATE NOT NULL

ProfileMatchingInd: CHAR(1) NOT NULL

FeaturedShowInd: CHAR(1) NOT NULL

CompletedInd: CHAR(1) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

SurveyID: NUMBER(10) NULL

FIG.14H

QuestionStatus

QuestionStatusID: NUMBER(10) NOT NULL
QuestionStatusCode: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
StatusStage: NUMBER NOT NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

QuestionCategory

QuestionCategoryID: NUMBER(10) NOT NULL
QuestionType: VARCHAR2(20) NULL
Description: VARCHAR2(255) NULL
DefaultSelectionInd: VARCHAR2(1) NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

Ads

ADID: NUMBER(10) NOT NULL
ISCI: VARCHAR2(20) NULL
AdvertiserID: NUMBER(10) NOT NULL
AdCaption: VARCHAR2(50) NOT NULL
AdvertiserCopy: VARCHAR2(2000) NULL
MediaFile: VARCHAR2(255) NULL
RandomizedWeightFactor: NUMBER(3) NOT NULL
LengthInSeconds: NUMBER(6) NOT NULL
CreatedBy: NUMBER(10) NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL

FIG.14I

FIG. 14J is a schematic diagram of a database structure for a question database. The diagram shows a central table labeled "Question" with various fields. The fields are: QuestionID: NUMBER(10) NOT NULL, QuestionSubjectID: NUMBER(10) NOT NULL, ShowID: NUMBER(10) NULL, ADID: NUMBER(10) NULL, TypeOfQuestionID: NUMBER(10) NOT NULL, QuestionCategoryID: NUMBER(10) NOT NULL, LevelOfDifficultyID: NUMBER(10) NOT NULL, AtomicLevelQuestionInd: CHAR(1) NOT NULL, RandomizedWeightFactor: NUMBER(3) NOT NULL, QuestionStatusID: NUMBER(10) NOT NULL, TotalAtomicRTVDollars: NUMBER(10,2) NOT NULL, HintReductionRTVDollar: NUMBER(10,2) NULL, PostResponseMediaFile: VARCHAR2(255) NULL, AllowForMultipleResponses: CHAR(1) NOT NULL, RandomizeResponseInd: CHAR(1) NULL, CreatedBy: NUMBER(10) NOT NULL, CreationDate: DATE NOT NULL, UpdatedBy: NUMBER(10) NULL, and UpdateDate: DATE NULL. The diagram also shows several dashed lines representing relationships between the "Question" table and other tables, indicated by diamond symbols at the ends of the lines.

Question

QuestionID: NUMBER(10) NOT NULL
QuestionSubjectID: NUMBER(10) NOT NULL
ShowID: NUMBER(10) NULL
ADID: NUMBER(10) NULL
TypeOfQuestionID: NUMBER(10) NOT NULL
QuestionCategoryID: NUMBER(10) NOT NULL
LevelOfDifficultyID: NUMBER(10) NOT NULL
AtomicLevelQuestionInd: CHAR(1) NOT NULL
RandomizedWeightFactor: NUMBER(3) NOT NULL
QuestionStatusID: NUMBER(10) NOT NULL
TotalAtomicRTVDollars: NUMBER(10,2) NOT NULL
HintReductionRTVDollar: NUMBER(10,2) NULL
PostResponseMediaFile: VARCHAR2(255) NULL
AllowForMultipleResponses: CHAR(1) NOT NULL
RandomizeResponseInd: CHAR(1) NULL
CreatedBy: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL

FIG.14J

QuestionResponse

QuestionID: NUMBER(10) NOT NULL
QuestionResponseNo: NUMBER(5) NOT NULL

CorrectAnswerInd: CHAR(1) NOT NULL
NumberOfRTVDollars: NUMBER(10,2) NOT NULL
PostMessageMediaFilePath: VARCHAR2(255) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FollowupQuestions

ResponseFollowupQuestionID: NUMBER(10) NOT NULL

QuestionID: NUMBER(10) NOT NULL
QuestionResponseNo: NUMBER(5) NOT NULL
FollowupQuestionID: NUMBER(10) NOT NULL
OrderingSequence: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.14K

OtherSurveyProfile

OtherSurveyProfileID: NUMBER(10) NOT NULL

OtherSurveyID: NUMBER(10) NULL
ProfileVariantID: NUMBER(10) NULL
CreationDate: DATE NULL
UpdateDate: DATE NULL

HintTranslation

QuestionHintTranslationID: NUMBER(10) NOT NULL

QuestionHintID: NUMBER(10) NOT NULL
LanguageTypeID: NUMBER(10,0) NOT NULL
TranslationText: VARCHAR2(255) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.14L

BroadcasterProgramSchedule

BroadcasterProgramScheduleID: NUMBER(10) NOT NULL

ShowID: NUMBER(10) NOT NULL
BroadcasterID: NUMBER(10) NOT NULL
AirDateTime: DATE NOT NULL
AirTime: NUMBER NULL
Duration: NUMBER(4) NULL
PartNum: NUMBER(5) NULL
NumOfParts: NUMBER(5) NULL
ClosedCaptionInd: CHAR(1) NOT NULL
Stereolnd: CHAR(1) NOT NULL
RepeatInd: CHAR(1) NOT NULL
LiveTapeDelay: VARCHAR2(5) NULL
SubTitledInd: CHAR(1) NOT NULL
PremiereFinal: VARCHAR2(15) NULL
JoinedInProgressInd: CHAR(1) NOT NULL
CableInClassRoomInd: CHAR(1) NOT NULL
TVRating: VARCHAR2(4) NULL
SAPIndicator: CHAR(1) NOT NULL
BlackoutInd: CHAR(1) NOT NULL
SexRatingInd: CHAR(1) NOT NULL
ViolenceInd: CHAR(1) NOT NULL
LanguageRatingInd: CHAR(1) NOT NULL
DialogRatingInd: CHAR(1) NOT NULL
FantasyInd: CHAR(1) NOT NULL
EnhancedInd: CHAR(1) NOT NULL
ThreeDInd: CHAR(1) NOT NULL
LetterBoxInd: CHAR(1) NOT NULL
HDTVInd: CHAR(1) NOT NULL
DolbyInd: CHAR(1) NOT NULL
DVSInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.14M

RTVMEMBER

RTVMemberID: NUMBER(10) NOT NULL

Email: VARCHAR2(255) NOT NULL

Password: VARCHAR2(20) NOT NULL

LanguageTypeID: NUMBER(10,0) NULL

MemberName: VARCHAR2(50) NULL

Gender: VARCHAR2(50) NOT NULL

DateOfBirth: DATE NOT NULL

CurrentAccountBalance: NUMBER(10,2) NOT NULL

MemberSecretQuestion: VARCHAR2(255) NOT NULL

BillToZip: VARCHAR2(20) NOT NULL

MemberSecretAnswer: VARCHAR2(255) NOT NULL

RTVMonthlyTotalDollar: NUMBER(10,2) NOT NULL

AllowShareInformationInd: CHAR(1) NOT NULL

AllowSendInformationInd: CHAR(1) NOT NULL

BillToFName: VARCHAR2(32) NULL

BillToLName: VARCHAR2(32) NULL

BillToStreet1: VARCHAR2(32) NULL

BillToStreet2: VARCHAR2(32) NULL

BillToStateID: NUMBER(3,0) NULL

BillToCity: VARCHAR2(50) NULL

BillToPhoneNumber: VARCHAR2(20) NULL

BillToRegion: VARCHAR2(32) NULL

ShipToFName: VARCHAR2(32) NULL

ShipToLName: VARCHAR2(32) NULL

ShipToStreet1: VARCHAR2(32) NULL

ShipToStreet2: VARCHAR2(32) NULL

ShipToCity: VARCHAR2(50) NULL

ShipToRegion: VARCHAR2(32) NULL

ShipToStateID: NUMBER(3,0) NULL

ShipToZip: VARCHAR2(20) NULL

ShipToPhoneNumber: VARCHAR2(20) NULL

CCType: VARCHAR2(32) NULL

CCName: VARCHAR2(32) NULL

CCExpMonth: NUMBER(2,0) NULL

CCExpYear: NUMBER(4,0) NULL

MemberStatusID: NUMBER(10) NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

BillToPhoneExten: VARCHAR2(10) NULL

ShipToPhoneExten: VARCHAR2(10) NULL

FIG.14N

TypeOfQuestion

TypeOfQuestionID: NUMBER(10) NOT NULL

QuestionType: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
MinimumNumResponses: NUMBER(6) NOT NULL
MaximumNumResponses: NUMBER(6) NULL
DefaultNumResponses: NUMBER(6) NOT NULL
DefaultSelectionInd: VARCHAR2(1) NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

MemberSurveyQuestion

MemberSurveyQuestionID: NUMBER(10) NOT NULL

MemberSurveyID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
OrderOfQuestion: NUMBER NOT NULL
CompletedInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

QuestionProfile

QuestionProfileID: NUMBER(10) NOT NULL

QuestionID: NUMBER(10) NOT NULL
ProfileVariantID: NUMBER(10) NOT NULL
SelectionWeightingFactor: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.140

QuestionBin

QuestionBinID: NUMBER(10) NOT NULL

QuestionID: NUMBER(10) NOT NULL

BinID: NUMBER(10) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

MemberQuestionResponse

MemberQuestionResponseID: NUMBER(10) NOT NULL

MemberSurveyID: NUMBER(10) NOT NULL

QuestionID: NUMBER(10) NOT NULL

QuestionResponseNo: NUMBER(5) NOT NULL

TimeSpentResponding: NUMBER(6) NOT NULL

NumRTVDollars: NUMBER(10,2) NOT NULL

NumHintsRequested: NUMBER(5) NOT NULL

ProfileMatchInd: CHAR(1) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

FIG.14P

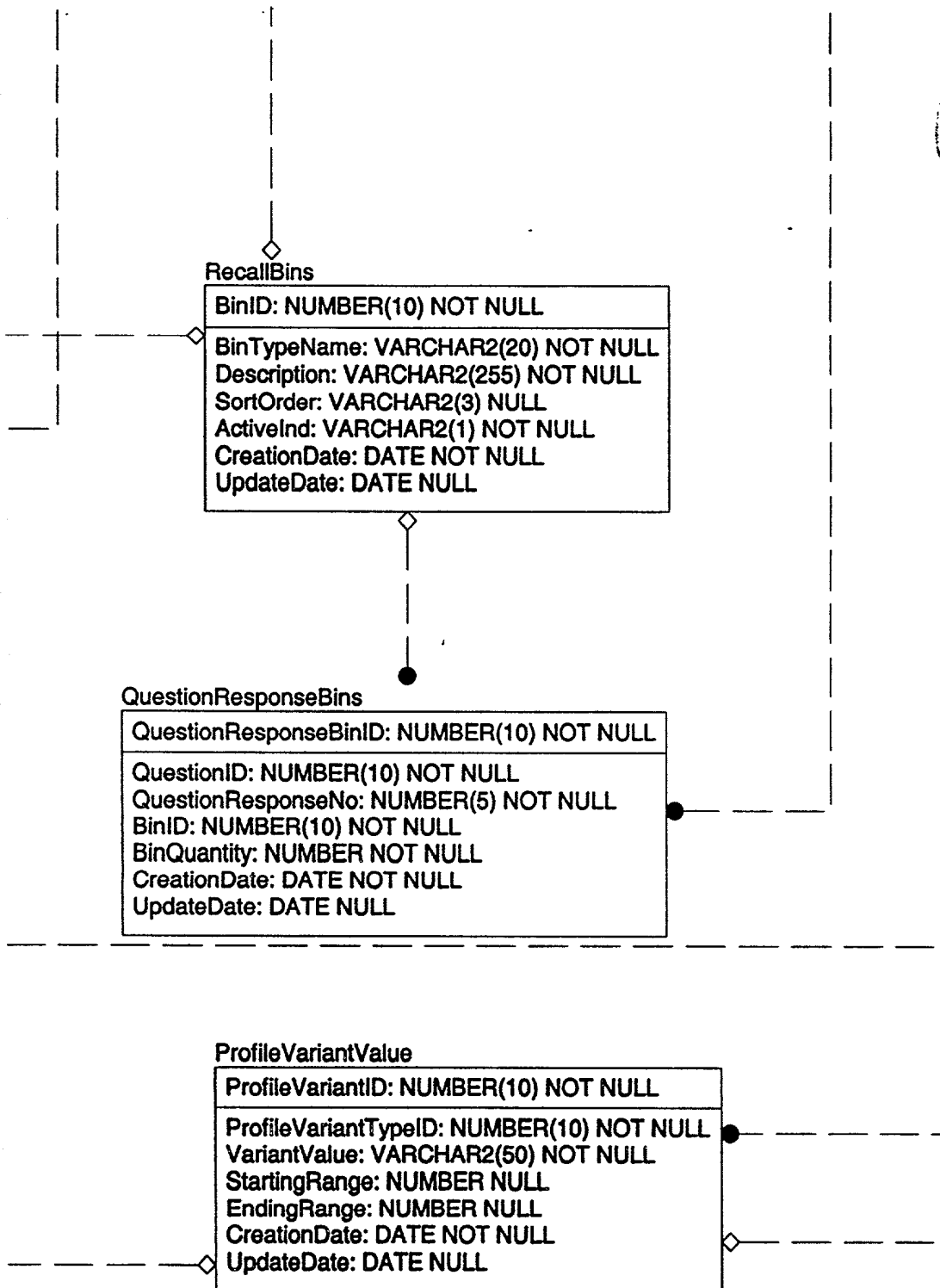


FIG.14Q

ProfileVariantType

ProfileVariantTypeID: NUMBER(10) NOT NULL

ProfileVariantType: VARCHAR2(20) NOT NULL

Description: VARCHAR2(255) NOT NULL

EffectiveDate: DATE NOT NULL

RTVDollars: NUMBER(10,2) NOT NULL

SlowChangingDimensionInd: CHAR(1) NOT NULL

AdVariantInd: CHAR(1) NOT NULL

MemberVariantInd: CHAR(1) NOT NULL

QuestionVariantInd: CHAR(1) NOT NULL

DefaultWeightingFactor: NUMBER NOT NULL

ActiveInd: CHAR(1) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

QuestionHints

QuestionHintID: NUMBER(10) NOT NULL

QuestionID: NUMBER(10) NOT NULL

EffectiveDate: DATE NOT NULL

ExpiryDate: DATE NOT NULL

MediaFile: VARCHAR2(255) NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

FIG.14R

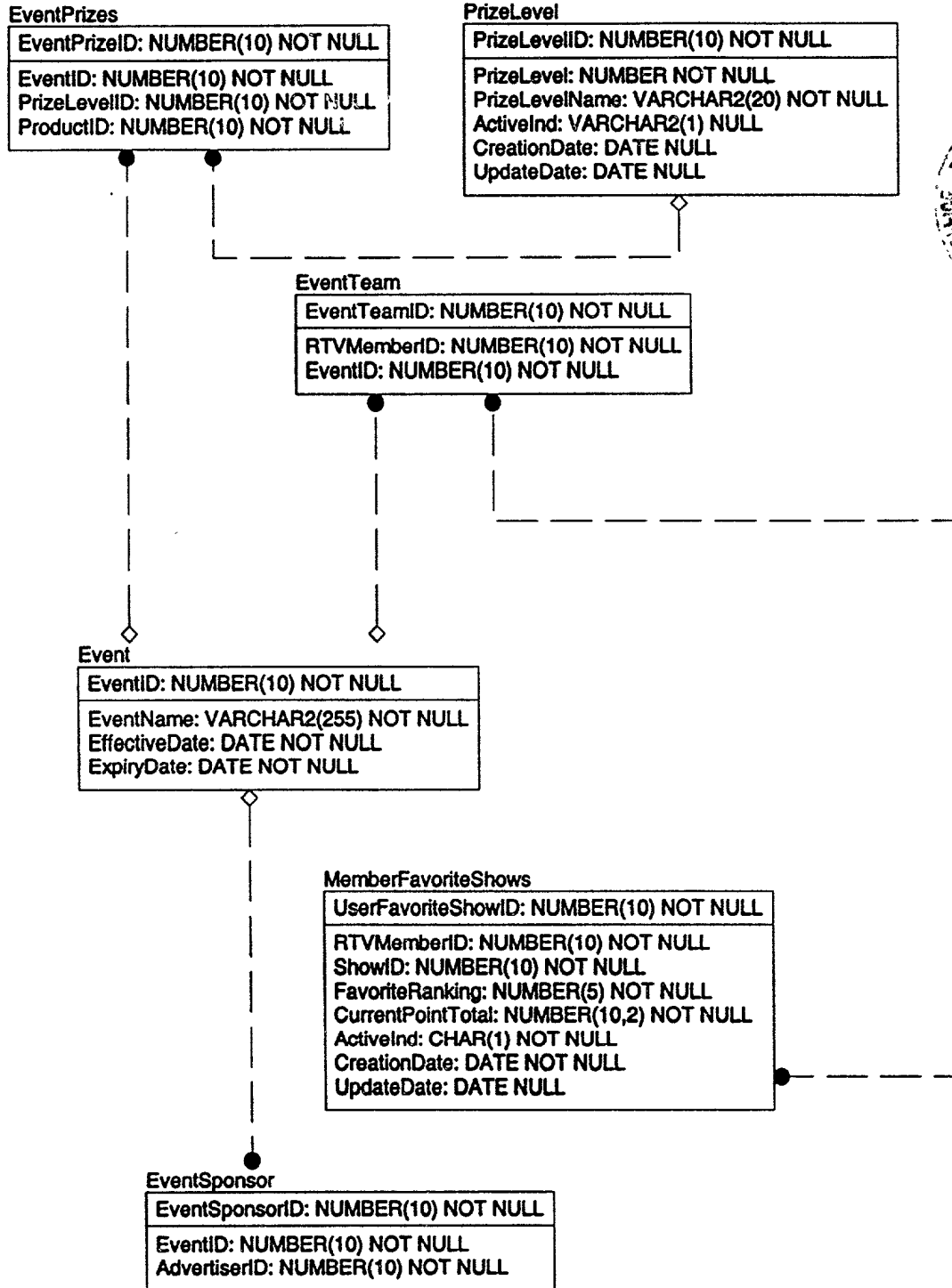


FIG.15A

ZipCode

ZipCodeID: VARCHAR2(20) NOT NULL

STATEID: NUMBER(3,0) NULL

TimeZone: VARCHAR2(10) NULL

AreaCode: VARCHAR2(15) NULL

DMA: NUMBER NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

RTVMEMBER

RTVMemberID: NUMBER(10) NOT NULL

Email: VARCHAR2(255) NOT NULL

Password: VARCHAR2(20) NOT NULL

LanguageTypeID: NUMBER(10,0) NULL

MemberName: VARCHAR2(50) NULL

Gender: VARCHAR2(50) NOT NULL

DateOfBirth: DATE NOT NULL

CurrentAccountBalance: NUMBER(10,2) NOT NULL

MemberSecretQuestion: VARCHAR2(255) NOT NULL

BillToZip: VARCHAR2(20) NOT NULL

MemberSecretAnswer: VARCHAR2(255) NOT NULL

RTVMonthlyTotalDollar: NUMBER(10,2) NOT NULL

AllowShareInformationInd: CHAR(1) NOT NULL

AllowSendInformationInd: CHAR(1) NOT NULL

BillToFName: VARCHAR2(32) NULL

BillToLName: VARCHAR2(32) NULL

BillToStreet1: VARCHAR2(32) NULL

BillToStreet2: VARCHAR2(32) NULL

BillToStateID: NUMBER(3,0) NULL

BillToCity: VARCHAR2(50) NULL

BillToPhoneNumber: VARCHAR2(20) NULL

BillToRegion: VARCHAR2(32) NULL

ShipToFName: VARCHAR2(32) NULL

ShipToLName: VARCHAR2(32) NULL

ShipToStreet1: VARCHAR2(32) NULL

ShipToStreet2: VARCHAR2(32) NULL

ShipToCity: VARCHAR2(50) NULL

ShipToRegion: VARCHAR2(32) NULL

ShipToStateID: NUMBER(3,0) NULL

ShipToZip: VARCHAR2(20) NULL

ShipToPhoneNumber: VARCHAR2(20) NULL

CCType: VARCHAR2(32) NULL

CCName: VARCHAR2(32) NULL

CCEXPMonth: NUMBER(2,0) NULL

CCEXPYear: NUMBER(4,0) NULL

MemberStatusID: NUMBER(10) NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

BillToPhoneExten: VARCHAR2(10) NULL

ShipToPhoneExten: VARCHAR2(10) NULL

FIG.15B

MemberReferralProgram

MembershipReferralProgramID: NUMBER(10) NOT NULL

ReferringRTVMemberID: NUMBER(10) NOT NULL

ReferralEmail: VARCHAR2(255) NOT NULL

ReferralDate: DATE NOT NULL

ReferralExpiryDate: DATE NOT NULL

SignedUpInd: CHAR(1) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

AccountLineItemType

AccountLineItemType: VARCHAR2(20) NOT NULL

Description: VARCHAR2(255) NOT NULL

CurrentRTVDollarAmount: NUMBER(10,2) NOT NULL

ActiveInd: VARCHAR2(1) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

MemberAccount

MemberAccountTransactionID: NUMBER(10) NOT NULL

RTVMemberID: NUMBER(10) NOT NULL

OrderID: NUMBER(10) NULL

MemberSurveyID: NUMBER(10) NULL

TransactionDate: DATE NOT NULL

AccountLineItemType: VARCHAR2(20) NOT NULL

TransactionDescription: VARCHAR2(255) NOT NULL

RTVDollarAmount: NUMBER(10,2) NOT NULL

CreditDebit: VARCHAR2(2) NOT NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

FIG.15C

BroadcasterProgramSchedule

BroadcasterProgramScheduleID: NUMBER(10) NOT NULL

ShowID: NUMBER(10) NOT NULL
BroadcasterID: NUMBER(10) NOT NULL
AirDateTime: DATE NOT NULL
AirTime: NUMBER NULL
Duration: NUMBER(4) NULL
PartNum: NUMBER(5) NULL
NumOfParts: NUMBER(5) NULL
ClosedCaptionInd: CHAR(1) NOT NULL
StereoInd: CHAR(1) NOT NULL
RepeatInd: CHAR(1) NOT NULL
LiveTapeDelay: VARCHAR2(5) NULL
SubTitledInd: CHAR(1) NOT NULL
PremiereFinal: VARCHAR2(15) NULL
JoinedInProgressInd: CHAR(1) NOT NULL
CableInClassRoomInd: CHAR(1) NOT NULL
TVRating: VARCHAR2(4) NULL
SAPIndicator: CHAR(1) NOT NULL
BlackoutInd: CHAR(1) NOT NULL
SexRatingInd: CHAR(1) NOT NULL
ViolenceInd: CHAR(1) NOT NULL
LanguageRatingInd: CHAR(1) NOT NULL
DialogRatingInd: CHAR(1) NOT NULL
FantasyInd: CHAR(1) NOT NULL
EnhancedInd: CHAR(1) NOT NULL
ThreeDInd: CHAR(1) NOT NULL
LetterBoxInd: CHAR(1) NOT NULL
HDTVInd: CHAR(1) NOT NULL
DolbyInd: CHAR(1) NOT NULL
DVSInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

Survey

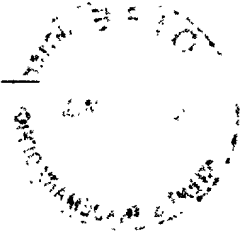
SurveyID: NUMBER(10) NOT NULL

ShowID: NUMBER(10) NOT NULL
BroadcasterProgramScheduleID: NUMBER(10) NULL
Description: VARCHAR2(255) NOT NULL
SurveyEffectiveDate: DATE NOT NULL
SurveyExpiryDate: DATE NOT NULL
SurveyStatusID: NUMBER(10) NOT NULL
GameMultiplier: NUMBER(6,2) NULL
CreatedBy: NUMBER(10) NOT NULL
CreationDate: DATE NOT NULL
UpdatedBy: NUMBER(10) NULL
UpdateDate: DATE NULL

FIG.15D

MemberStatus

MemberStatusID: NUMBER(10) NOT NULL
MemberStatusCode: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
StatusStage: NUMBER NOT NULL
ActiveInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL



ProfileVariantValue

ProfileVariantID: NUMBER(10) NOT NULL
ProfileVariantTypeID: NUMBER(10) NOT NULL
VariantValue: VARCHAR2(50) NOT NULL
StartingRange: NUMBER NULL
EndingRange: NUMBER NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

ProfileVariantType

ProfileVariantTypeID: NUMBER(10) NOT NULL
ProfileVariantType: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
EffectiveDate: DATE NOT NULL
RTVDollars: NUMBER(10,2) NOT NULL
SlowChangingDimensionInd: CHAR(1) NOT NULL
AdVariantInd: CHAR(1) NOT NULL
MemberVariantInd: CHAR(1) NOT NULL
QuestionVariantInd: CHAR(1) NOT NULL
DefaultWeightingFactor: NUMBER NOT NULL
ActiveInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.15E

RTVMEMBERPROFILE

RTVMemberProfileID: NUMBER(10) NOT NULL

RTVMemberID: NUMBER(10) NOT NULL
ProfileVariantID: NUMBER(10) NOT NULL
DateProvided: DATE NULL
SystemMaintainedInd: CHAR(1) NOT NULL
ActiveInd: CHAR(1) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

MemberSurvey

MemberSurveyID: NUMBER(10) NOT NULL

BroadcasterProgramScheduleID: NUMBER(10) NULL
RTVMemberID: NUMBER(10) NOT NULL
OtherSurveyID: NUMBER(10) NULL
DateTimeSurveyTaken: DATE NOT NULL
DateTimeSurveyCompleted: DATE NULL
MaximumRTVPointsAvailable: NUMBER(10,2) NOT NULL
SurveyExpiryDate: DATE NOT NULL
ProfileMatchingInd: CHAR(1) NOT NULL
FeaturedShowInd: CHAR(1) NOT NULL
CompletedInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL
SurveyID: NUMBER(10) NULL

MemberQuestionResponse

MemberQuestionResponseID: NUMBER(10) NOT NULL

MemberSurveyID: NUMBER(10) NOT NULL
QuestionID: NUMBER(10) NOT NULL
QuestionResponseNo: NUMBER(5) NOT NULL
TimeSpentResponding: NUMBER(6) NOT NULL
NumRTVDollars: NUMBER(10,2) NOT NULL
NumHintsRequested: NUMBER(5) NOT NULL
ProfileMatchInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.15F

Question

QuestionID: NUMBER(10) NOT NULL
 QuestionSubjectID: NUMBER(10) NOT NULL
 ShowID: NUMBER(10) NULL
 ADID: NUMBER(10) NULL
 TypeOfQuestionID: NUMBER(10) NOT NULL
 QuestionCategoryID: NUMBER(10) NOT NULL
 LevelOfDifficultyID: NUMBER(10) NOT NULL
 AtomicLevelQuestionInd: CHAR(1) NOT NULL
 RandomizedWeightFactor: NUMBER(3) NOT NULL
 QuestionStatusID: NUMBER(10) NOT NULL
 TotalAtomicRTVDollars: NUMBER(10,2) NOT NULL
 HintReductionRTVDollar: NUMBER(10,2) NULL
 PostResponseMediaFile: VARCHAR2(255) NULL
 AllowForMultipleResponses: CHAR(1) NOT NULL
 RandomizeResponseInd: CHAR(1) NULL
 CreatedBy: NUMBER(10) NOT NULL
 CreationDate: DATE NOT NULL
 UpdatedBy: NUMBER(10) NULL
 UpdateDate: DATE NULL

QuestionResponseBins

QuestionResponseBinID: NUMBER(10) NOT NULL
 QuestionID: NUMBER(10) NOT NULL
 QuestionResponseNo: NUMBER(5) NOT NULL
 BinID: NUMBER(10) NOT NULL
 BinQuantity: NUMBER NOT NULL
 CreationDate: DATE NOT NULL
 UpdateDate: DATE NULL

QuestionResponse

QuestionID: NUMBER(10) NOT NULL
 QuestionResponseNo: NUMBER(5) NOT NULL
 CorrectAnswerInd: CHAR(1) NOT NULL
 NumberOfRTVDollars: NUMBER(10,2) NOT NULL
 PostMessageMediaFilePath: VARCHAR2(255) NULL
 CreationDate: DATE NOT NULL
 UpdateDate: DATE NULL

RecallBins

BinID: NUMBER(10) NOT NULL
 BinTypeName: VARCHAR2(20) NOT NULL
 Description: VARCHAR2(255) NOT NULL
 SortOrder: VARCHAR2(3) NULL
 ActiveInd: VARCHAR2(1) NOT NULL
 CreationDate: DATE NOT NULL
 UpdateDate: DATE NULL

FIG.15G

ShopProductLanguageValue

ProductID: NUMBER(10)
LanguageTypeID: NUMBER(10,0)

CaptionText: VARCHAR2(255)
HeadingText: VARCHAR2(255)
ProductName: VARCHAR2(100)
Description1: VARCHAR2(4000)
Description2: VARCHAR2(4000)
SummaryList: VARCHAR2(4000)

PurchaseMethod

PurchaseMethodTypeID: NUMBER(10)

DefaultValue: VARCHAR2(255)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE

ProductMethodLanguage

PurchaseMethodTypeID: NUMBER(10)
LanguageTypeID: NUMBER(10,0)

PurchaseMethodValue: VARCHAR2(255)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE

ShopKeyword

ProductID: NUMBER(10)
LanguageTypeID: NUMBER(10,0)

Keyword: VARCHAR2(255)

ShopVariantTypeLanguage

VariantTypeID: NUMBER(10)
LanguageTypeID: NUMBER(10,0)

VariantTypeValue: VARCHAR2(255)
DisplayPriority: NUMBER(5,0)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE

ShopVariantType

VariantTypeID: NUMBER(10)

DefaultValue: VARCHAR2(255)
DisplayPriority: NUMBER(5,0)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE

FIG.16A

SweepstakePlayers

SweepStakePlayerID: NUMBER(10)
RTVMemberID: NUMBER(10)
SweepstakeID: NUMBER(10)
UniqueID: VARCHAR2(20)
DatePlayed: DATE
Quantity: NUMBER
Status: CHAR(1)
SweepstakePrizeID: NUMBER(10)
CreationDate: DATE
UpdateDate: DATE

ShopDepartmentFeatured

DepartmentFeaturedID: NUMBER(10)
ProductID: NUMBER(10)
DepartmentID: NUMBER(38,0)
Status: CHAR(1)
DisplayPriority: NUMBER(38,0)
CreateDate: DATE
ModifiedDate: DATE

ShopWishList

RTVMemberID: NUMBER(10)
ProductID: NUMBER(10)
LanguageTypeID: NUMBER(10,0)
CreateDate: DATE

ShopProductPurchaseMethod

ShopProductPurchaseMethodID: NUMBER(10)
PurchaseMethodTypeID: NUMBER(10)
ProductID: NUMBER(10)
PointTotal: NUMBER(10)
PointMinimum: NUMBER(10)
PriceMinimum: NUMBER(10)
InternalFulfillmentInd: CHAR(1)
ListPrice: NUMBER(38,2)

FIG.16B

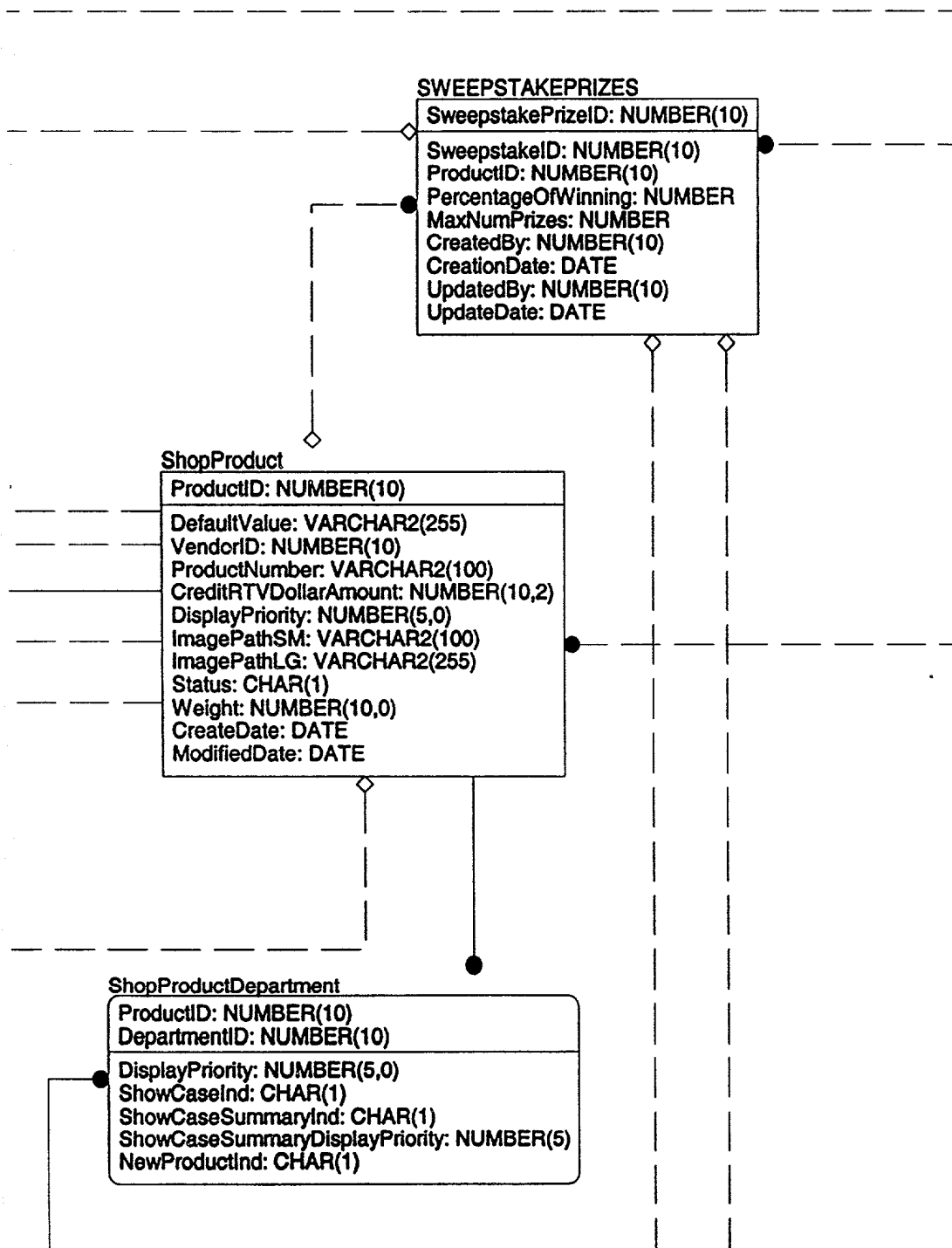


FIG.16C

SWEEPSTAKE

SweepstakeID: NUMBER(10)
SweepstakeTypeID: NUMBER(10)
SweepstakeDescription: VARCHAR2(255)
EffectiveDate: DATE
RuleURL: VARCHAR2(255)
ExpiryDate: DATE
CreatedBy: NUMBER(10)
CreationDate: DATE
UpdatedBy: NUMBER(10)
UpdateDate: DATE
DrawingDate: DATE
Ext_SweepstakeID: VARCHAR2(10)

ShopVendor

VendorID: NUMBER(10)
VendorName: VARCHAR2(255)
VendorStreet1: VARCHAR2(32)
VendorStreet2: VARCHAR2(32)
VendorCity: VARCHAR2(32)
VendorStateID: NUMBER(3,0)
VendorRegion: VARCHAR2(32)
VendorZip: VARCHAR2(16)
VendorCountryID: NUMBER(6,0)
ContactBusinessName: VARCHAR2(100)
ContactBusinessEmail: VARCHAR2(100)
ContactBusinessPhone: VARCHAR2(100)
ContactTechName: VARCHAR2(100)
ContactTechEmail: VARCHAR2(100)
ContactTechPhone: VARCHAR2(100)
FTPAddress: VARCHAR2(32)
FTPUser: VARCHAR2(32)
FTPPassword: VARCHAR2(32)
HTTPAddress: VARCHAR2(32)
HTTPUser: VARCHAR2(32)
HTTPPassword: VARCHAR2(32)
OtherAddress: VARCHAR2(32)
OtherUser: VARCHAR2(32)
OtherPassword: VARCHAR2(32)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE

ShopBasketStats

ShopBasketStatsID: NUMBER(10)
RTVMemberID: NUMBER(10)
CREATEDATE: DATE

ShopSearched

RTVMemberID: NUMBER(10)
SearchCriteria: VARCHAR2(255)
CreateDate: date

KeywordIgnore

IgnoreID: NUMBER(38,0)
Keyword: VARCHAR2(100)

FIG.16D

ShopVariantValueLanguage

VariantValueID: NUMBER(10)
LanguageTypeID: NUMBER(10,0)

VariantValue: VARCHAR2(255)
DisplayPriority: NUMBER(5,0)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE

ShopVariantValue

VariantValueID: NUMBER(10)

VariantTypeID: NUMBER(10)
DefaultValue: VARCHAR2(255)
DisplayPriority: NUMBER(5,0)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE

ShopProductVariant

ProductVariantID: NUMBER(10)

ProductID: NUMBER(10)
VariantValueID_1: NUMBER(10)
VariantValueID_2: NUMBER(10)
VariantValueID_3: NUMBER(10)
VariantValueID_4: NUMBER(10)
VariantValueID_5: NUMBER(10)
Status: CHAR(1)
CreateDate: DATE
ModifiedDate: DATE

ShopProductVendor

VendorID: NUMBER(10)
ProductVariantID: NUMBER(10)

VendorNumber: VARCHAR2(100)
InventoryStatus: CHAR(1)
NumberInStock: NUMBER(38,0)

FIG.16E

ShopDepartmentLanguageValue

DepartmentID: NUMBER(10)
LanguageTypeID: NUMBER(10,0)

DepartmentName: VARCHAR2(255)
CaptionText: VARCHAR2(255)
DepartmentDescription: VARCHAR2(4000)
DepartmentLongDescription: VARCHAR2(4000)

SHOPRECEIPTITEM

ReceiptItemID: NUMBER(10)

OrderID: NUMBER(10)
ShopProductPurchaseMethodID: NUMBER(10)
Quantity: NUMBER(5,0)
LanguageTypeID: NUMBER(10,0)
ProductVariantID: NUMBER(10)
SweepStakePlayerID: NUMBER(10)
PointTotal: NUMBER(38,0)
CreateDate: DATE
ModifiedDate: DATE
SweepstakePrizeID: NUMBER(10)

ShopBasketItem

BasketItemID: NUMBER(10)

ShopProductPurchaseMethodID: NUMBER(10)
BasketID: NUMBER(10)
Quantity: NUMBER(5,0)
LanguageTypeID: NUMBER(10,0)
ProductVariantID: NUMBER(10)
PointTotal: NUMBER(10)
ProductName: VARCHAR2(100)
CreateDate: DATE
ModifiedDate: DATE
SweepstakePrizeID: NUMBER(10)

FIG.16F

ShopDepartment

DepartmentID: NUMBER(10)
DefaultValue: VARCHAR(255)
Status: CHAR(1)
DepartmentImage1: VARCHAR2(255)
DepartmentImage2: VARCHAR2(255)
DepartmentLabelImage: VARCHAR2(255)
RewardsNavSelectedImage: VARCHAR2(255)
RewardsNavUnselectedImage: VARCHAR2(255)
DisplayPriority: NUMBER(38,0)
ParentID: NUMBER(10)
CreateDate: DATE
ModifiedDate: DATE

ShopBasket

BasketID: NUMBER(10)
RTVMemberID: NUMBER(10)
Email: VARCHAR2(255)
BillToFName: VARCHAR2(32)
BillToLName: VARCHAR2(32)
BillToStreet1: VARCHAR2(32)
BillToStreet2: VARCHAR2(32)
BillToCity: VARCHAR2(32)
BillToStateID: NUMBER(3,0)
BillToRegion: VARCHAR2(32)
BillToZip: VARCHAR2(16)
BillToCountryID: NUMBER(6,0)
ShipToFName: VARCHAR2(32)
ShipToLName: VARCHAR2(32)
ShipToStreet1: VARCHAR2(32)
ShipToStreet2: VARCHAR2(32)
ShipToCity: VARCHAR2(32)
ShipToStateID: NUMBER(3,0)
ShipToRegion: VARCHAR2(32)
ShipToZip: VARCHAR2(16)
ShipToCountryID: NUMBER(6,0)
CCType: VARCHAR2(32)
CCName: VARCHAR2(32)
CCExpMonth: NUMBER(2,0)
CCExpYear: NUMBER(4,0)
CreateDate: DATE
ModifiedDate: DATE

FIG.16G

ShopReceipt

OrderID: NUMBER(10)
ShopReceiptStatus: VARCHAR2(2)
RTVMemberID: NUMBER(10)
Total: NUMBER(38,2)
Email: VARCHAR2(255)
BillToFName: VARCHAR2(32)
BillToLName: VARCHAR2(32)
BillToStreet1: VARCHAR2(32)
BillToStreet2: VARCHAR2(32)
BillToCity: VARCHAR2(32)
BillToStateID: NUMBER(3,0)
BillToRegion: VARCHAR2(32)
BillToZip: VARCHAR2(16)
BillToCountryID: NUMBER(6,0)
ShipToFName: VARCHAR2(32)
ShipToLName: VARCHAR2(32)
ShipToStreet1: VARCHAR2(32)
ShipToStreet2: VARCHAR2(32)
ShipToCity: VARCHAR2(32)
ShipToStateID: NUMBER(3,0)
ShipToRegion: VARCHAR2(32)
ShipToZip: VARCHAR2(16)
ShipToCountryID: NUMBER(6,0)
CCType: VARCHAR2(32)
CCName: VARCHAR2(32)
CCExpMonth: NUMBER(2,0)
CCExpYear: NUMBER(4,0)
CreateDate: DATE
ModifiedDate: DATE

ShopReceiptStatusCodes

ShopReceiptStatus: VARCHAR2(2)
shopReceiptStatusDescription: VARCHAR2(255)

ShopReceiptStatusHistory

ShopReceiptStatusHistoryID: NUMBER(10)
ShopReceiptStatus: VARCHAR2(2)
OrderID: NUMBER(10)
StatusChangeDate: DATE

FIG.16H

BroadcasterProgramSchedule

BroadcasterProgramScheduleID: NUMBER(10) NOT NULL

ShowID: NUMBER(10) NOT NULL
BroadcasterID: NUMBER(10) NOT NULL
AirDateTime: DATE NOT NULL
AirTime: NUMBER NULL
Duration: NUMBER(4) NULL
PartNum: NUMBER(5) NULL
NumOfParts: NUMBER(5) NULL
ClosedCaptionInd: CHAR(1) NOT NULL
StereoInd: CHAR(1) NOT NULL
RepeatInd: CHAR(1) NOT NULL
LiveTapeDelay: VARCHAR2(5) NULL
SubTitledInd: CHAR(1) NOT NULL
PremiereFinal: VARCHAR2(15) NULL
JoinedInProgressInd: CHAR(1) NOT NULL
CableInClassRoomInd: CHAR(1) NOT NULL
TVRating: VARCHAR2(4) NULL
SAPIndicator: CHAR(1) NOT NULL
BlackoutInd: CHAR(1) NOT NULL
SexRatingInd: CHAR(1) NOT NULL
ViolenceInd: CHAR(1) NOT NULL
LanguageRatingInd: CHAR(1) NOT NULL
DialogRatingInd: CHAR(1) NOT NULL
FantasyInd: CHAR(1) NOT NULL
EnhancedInd: CHAR(1) NOT NULL
ThreeDInd: CHAR(1) NOT NULL
LetterBoxInd: CHAR(1) NOT NULL
HDTVInd: CHAR(1) NOT NULL
DolbyInd: CHAR(1) NOT NULL
DVSInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

BroadcastShowAd

BroadcastShowADID: NUMBER(10) NOT NULL

BroadcasterProgramScheduleID: NUMBER(10) NOT NULL
ADID: NUMBER(10) NOT NULL
PodPositionNo: NUMBER NOT NULL
BreakPosition: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.17A

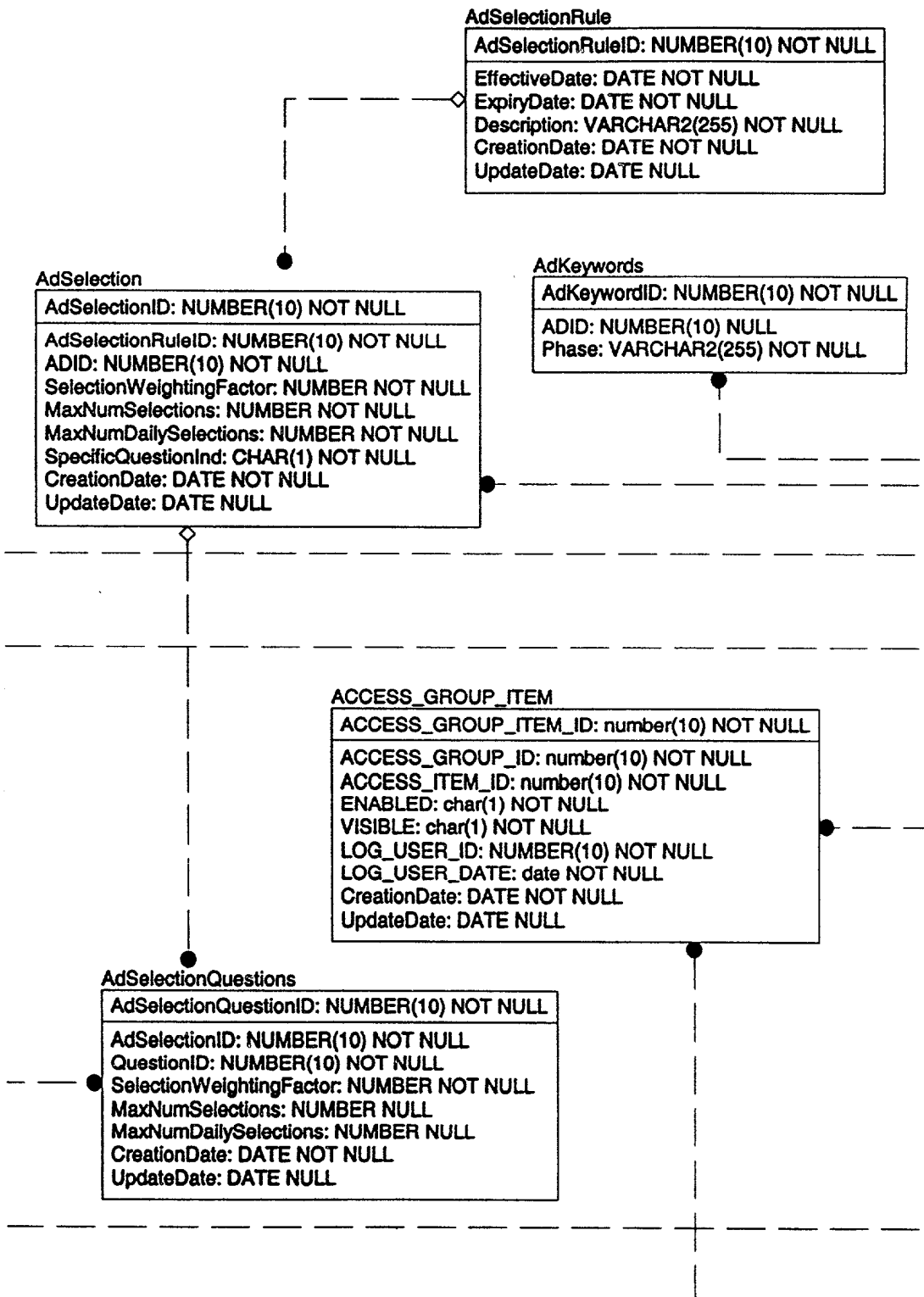


FIG.17B

DomainBannerAds

DomainBannerAdID: NUMBER(10) NOT NULL

ACCESS_DOMAIN_ID: number(10) NULL

CreationDate: DATE NOT NULL

UpdateDate: DATE NULL

Ads

ADID: NUMBER(10) NOT NULL

ISCI: VARCHAR2(20) NULL

AdvertiserID: NUMBER(10) NOT NULL

AdCaption: VARCHAR2(50) NOT NULL

AdvertiserCopy: VARCHAR2(2000) NULL

MediaFile: VARCHAR2(255) NULL

RandomizedWeightFactor: NUMBER(3) NOT NULL

LengthInSeconds: NUMBER(6) NOT NULL

CreatedBy: NUMBER(10) NULL

CreationDate: DATE NOT NULL

UpdatedBy: NUMBER(10) NULL

UpdateDate: DATE NULL

FIG.17C

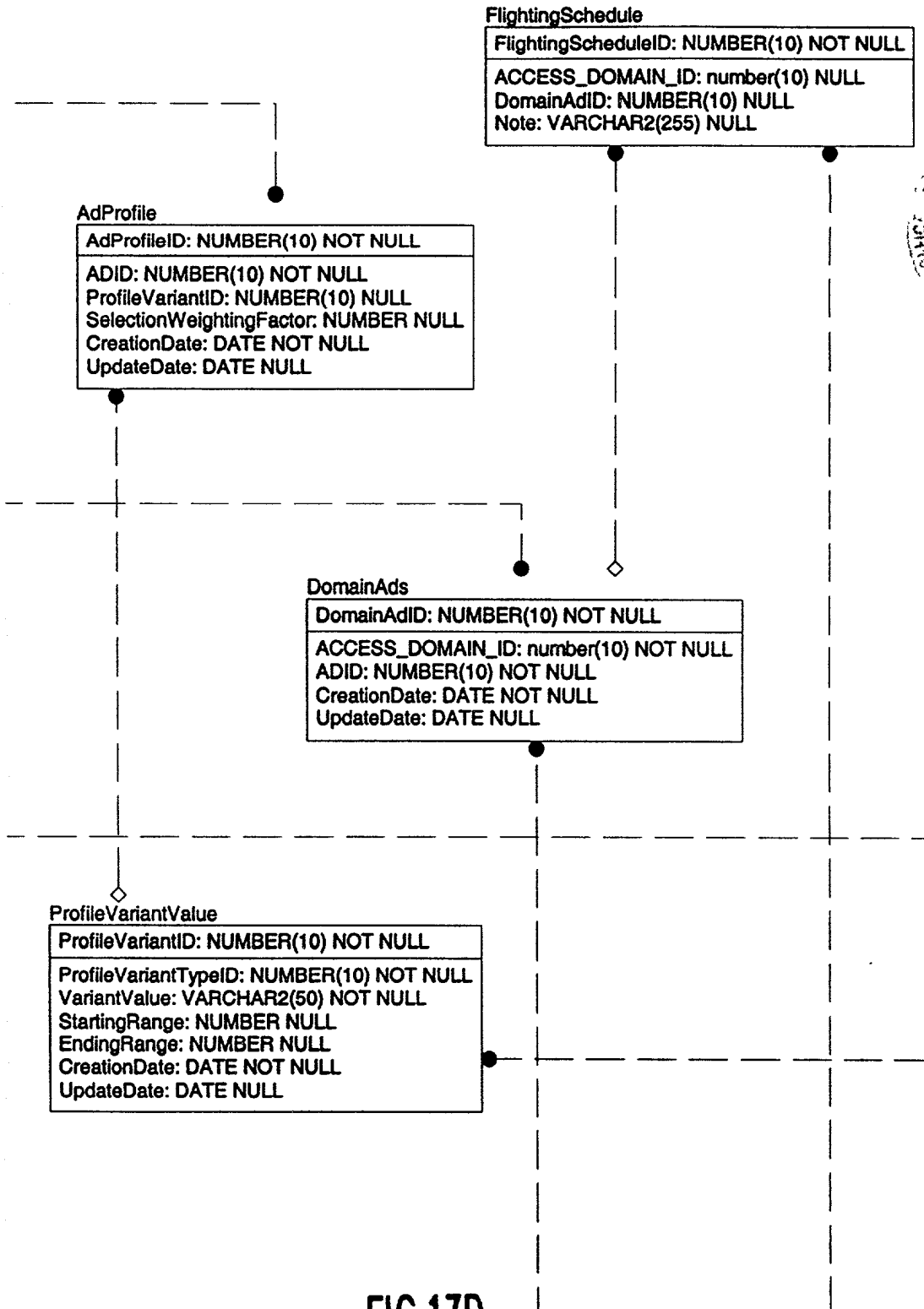


FIG.17D

DomainContacts

ContactID: NUMBER(10) NOT NULL
ACCESS_DOMAIN_ID: number(10) NULL
FirstName: VARCHAR2(32) NULL
LastName: VARCHAR2(32) NULL
Email: VARCHAR2(255) NULL
PhoneAreaCode: VARCHAR2(20) NULL
PhoneNumber: VARCHAR2(20) NULL
PhoneExtension: VARCHAR2(20) NULL
FaxAreaCode: VARCHAR2(20) NULL
FaxNumber: VARCHAR2(20) NULL
CellAreaCode: VARCHAR2(20) NULL
CellPhoneNumber: VARCHAR2(20) NULL
PagerAreaCode: VARCHAR2(20) NULL
PagerNumber: VARCHAR2(20) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

ACCESS_ITEM

ACCESS_ITEM_ID: number(10) NOT NULL
PARENT_ACCESS_ITEM_ID: number(10) NOT NULL
TYPE: varchar2(255) NOT NULL
NAME: varchar2(255) NOT NULL
DESCRIPTION: varchar2(255) NOT NULL
NOTES: long NOT NULL
LOG_USER_ID: NUMBER(10) NOT NULL
LOG_USER_DATE: date NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

ProfileVariantType

ProfileVariantTypeID: NUMBER(10) NOT NULL
ProfileVariantType: VARCHAR2(20) NOT NULL
Description: VARCHAR2(255) NOT NULL
EffectiveDate: DATE NOT NULL
RTVDollars: NUMBER(10,2) NOT NULL
SlowChangingDimensionInd: CHAR(1) NOT NULL
AdVariantInd: CHAR(1) NOT NULL
MemberVariantInd: CHAR(1) NOT NULL
QuestionVariantInd: CHAR(1) NOT NULL
DefaultWeightingFactor: NUMBER NOT NULL
ActiveInd: CHAR(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.17E

Advertiser

AdvertiserID: NUMBER(10) NOT NULL
 AdvertiserName: VARCHAR2(50) NULL
 AddressLine1: VARCHAR2(32) NULL
 AddressLine2: VARCHAR2(32) NULL
 AddressLine3: VARCHAR2(32) NULL
 City: VARCHAR2(50) NULL
 ZipCodeID: VARCHAR2(20) NULL
 CreatedBy: NUMBER(10) NULL
 CreationDate: DATE NOT NULL
 UpdatedBy: NUMBER(10) NULL
 UpdateDate: DATE NULL

Question

QuestionID: NUMBER(10) NOT NULL
 QuestionSubjectID: NUMBER(10) NOT NULL
 ShowID: NUMBER(10) NULL
 ADID: NUMBER(10) NULL
 TypeOfQuestionID: NUMBER(10) NOT NULL
 QuestionCategoryID: NUMBER(10) NOT NULL
 LevelOfDifficultyID: NUMBER(10) NOT NULL
 AtomicLevelQuestionInd: CHAR(1) NOT NULL
 RandomizedWeightFactor: NUMBER(3) NOT NULL
 QuestionStatusID: NUMBER(10) NOT NULL
 TotalAtomicRTVDollars: NUMBER(10,2) NOT NULL
 HintReductionRTVDollar: NUMBER(10,2) NULL
 PostResponseMediaFile: VARCHAR2(255) NULL
 AllowForMultipleResponses: CHAR(1) NOT NULL
 RandomizeResponseInd: CHAR(1) NULL
 CreatedBy: NUMBER(10) NOT NULL
 CreationDate: DATE NOT NULL
 UpdatedBy: NUMBER(10) NULL
 UpdateDate: DATE NULL

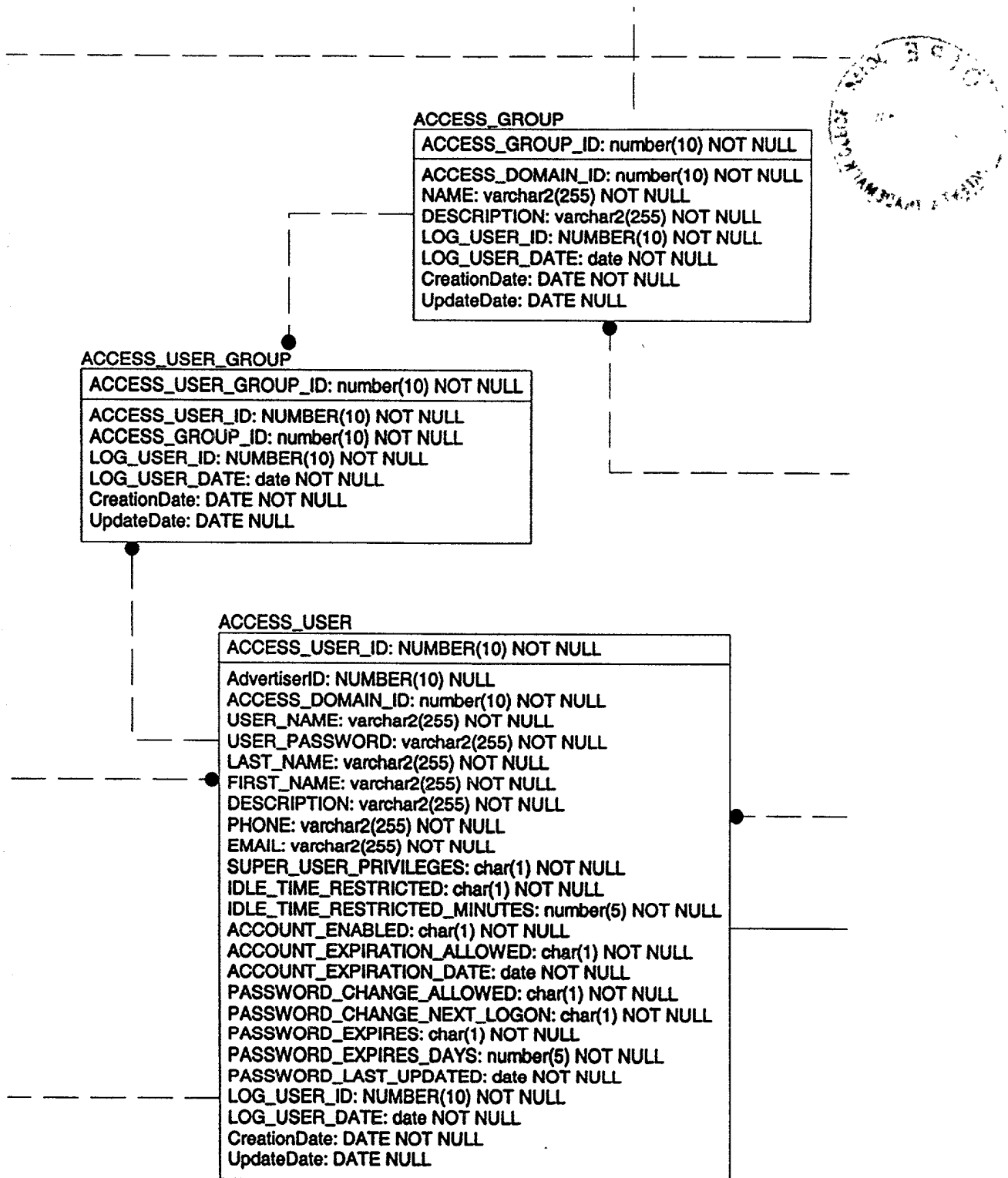
ZipCode

ZipCodeID: VARCHAR2(20) NOT NULL
 STATEID: NUMBER(3,0) NULL
 TimeZone: VARCHAR2(10) NULL
 AreaCode: VARCHAR2(15) NULL
 DMA: NUMBER NULL
 CreationDate: DATE NOT NULL
 UpdateDate: DATE NULL

ACCESS_USER_ONLINE

ACCESS_USER_ONLINE_ID: number(10) NOT NULL
 ACCESS_USER_ID: NUMBER(10) NOT NULL
 DAY_OF_WEEK: number(5) NOT NULL
 HOUR_ALLOWED: varchar2(24) NOT NULL
 LOG_USER_ID: NUMBER(10) NOT NULL
 LOG_USER_DATE: date NOT NULL
 CreationDate: DATE NOT NULL
 UpdateDate: DATE NULL

FIG.17F



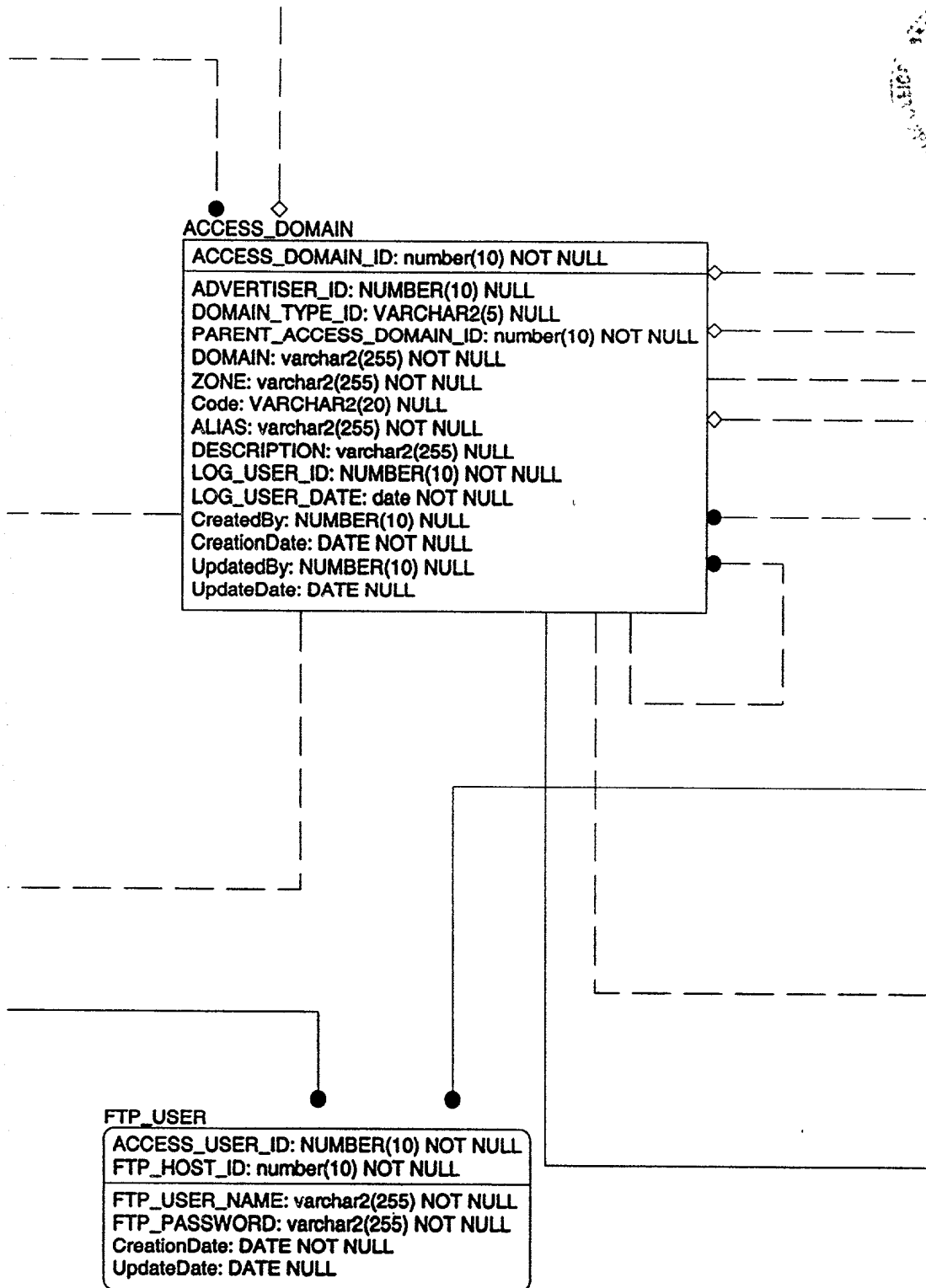


FIG.17H



DomainType

DomainTypeID: VARCHAR2(5) NOT NULL
Description: VARCHAR2(255) NOT NULL
ActiveInd: VARCHAR2(1) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FTP_HOST

FTP_HOST_ID: number(10) NOT NULL
FTP_HOST_NAME: varchar2(255) NOT NULL
FTP_HOST_ADDRESS: varchar2(255) NOT NULL
FTP_HOST_PORT: number(5) NOT NULL
DESCRIPTION: varchar2(255) NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FTP_DOMAIN_HOST

ACCESS_DOMAIN_ID: number(10) NOT NULL
FTP_HOST_ID: number(10) NOT NULL
ROOT_DIRECTORY: varchar2(255) NOT NULL
CreationDate: DATE NOT NULL
UpdateDate: DATE NULL

FIG.171

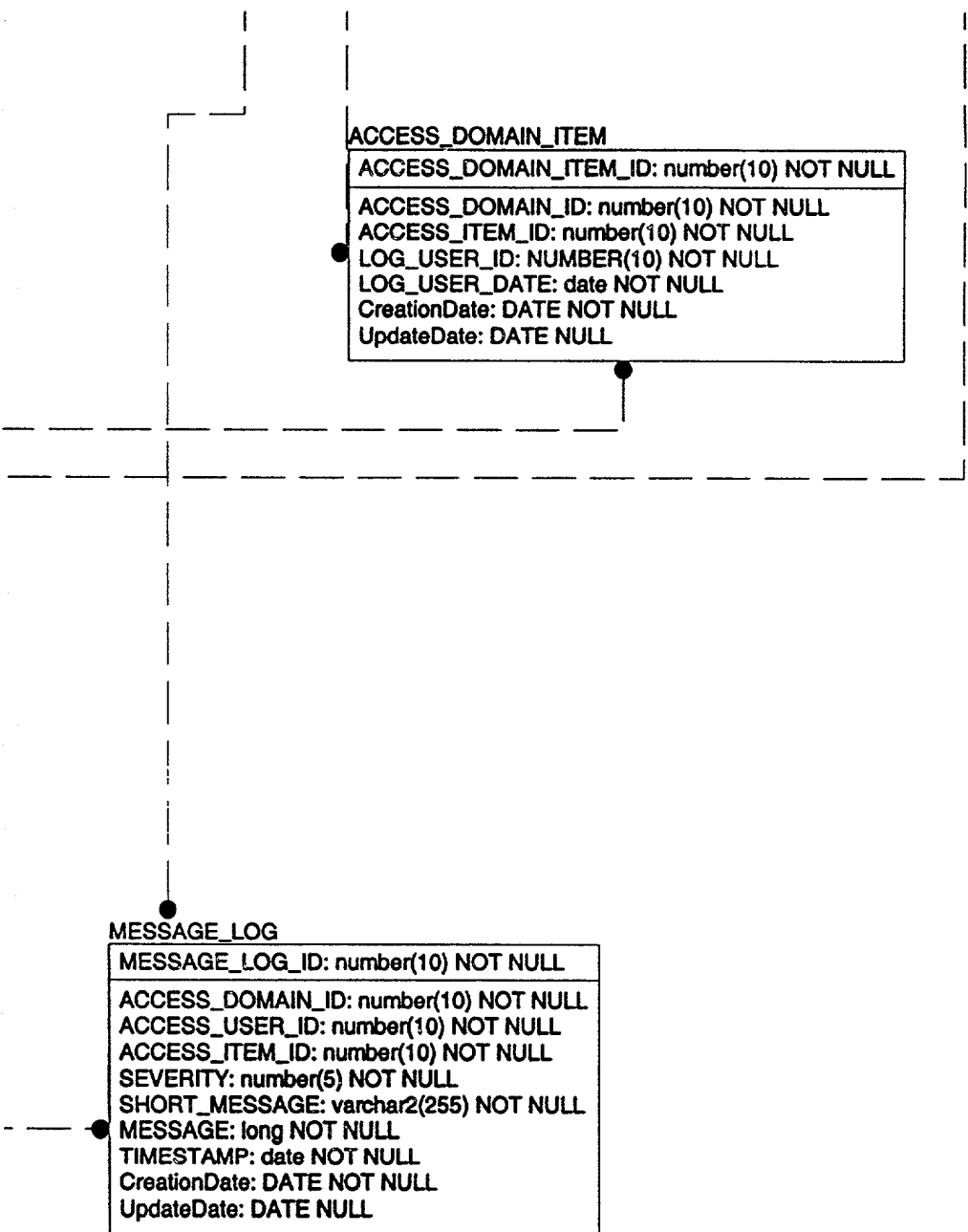


FIG.17J

MemberProfileDimension

MemberProfileDimensionID: NUMBER(10)
SourceRTVMemberProfileID: NUMBER(10)
MemberDimensionID: NUMBER(10)
MemberProvidedDate: DATE
MemberVariantType: VARCHAR2(20)
MemberVariantDescription: VARCHAR2(255)
MemberVariantValue: VARCHAR2(50)
VariantStartingRange: NUMBER
VariantEndingRange: NUMBER

MemberDimension

MemberDimensionID: NUMBER(10)
SourceRTVMemberID: NUMBER(10)
Gender: VARCHAR2(50)
DateOfBirth: DATE
SourceIncomeLevelID: NUMBER(10)
IncomeLevel: VARCHAR2(50)
SourcePresenceOfDependentsID: NUMBER(10)
PresenceOfDependents: NUMBER
SourceCableReadyID: NUMBER(10)
CableReady: CHAR(1)
SourceEducationID: NUMBER(10)
Education: VARCHAR2(50)
SourceOccupationID: NUMBER(10)
Occupation: VARCHAR2(50)
SourceEmploymentID: NUMBER(10)
Employment: VARCHAR2(50)
SourceSizeHouseHoldID: NUMBER(10)
SizeHouseHold: NUMBER

ShowCreditDimension

ShowCreditDimensionID: NUMBER(10)
ShowDimensionID: NUMBER(10)
SourceShowCreditId: NUMBER(10)
CreditFirstName: VARCHAR2(32)
CreditLastName: VARCHAR2(32)
CreditRole: VARCHAR2(30)

FIG.18A

LocationDimension

LocationDimensionID: NUMBER(10)

ZipCode: VARCHAR2(20)
AreaCode: VARCHAR2(15)
StateID: NUMBER(10)
StateCode: VARCHAR2(2)
StateName: VARCHAR2(100)
CountryID: NUMBER(10)
CountryName: VARCHAR2(100)
CountryNumber: NUMBER(4)
CountryCurrency: VARCHAR2(3)
CountryA2: CHAR(2)
CountryA3: CHAR(3)
TimeZone: VARCHAR2(10)
TimeZoneName: VARCHAR2(30)
TimeZoneDescription: VARCHAR2(255)
TimezoneGMTHourAdjFactor: NUMBER
SourceDMAID: NUMBER(10)
DMAName: VARCHAR2(70)

ShowDimension

ShowDimensionID: NUMBER(10)

SourceShowID: NUMBER(10)
ExtProgramID: VARCHAR2(255)
ProgramTitle: VARCHAR2(255)
AdultContentInd: CHAR(1)
ExplicitLanguageInd: CHAR(1)
NudityInd: CHAR(1)
ViolenceInd: CHAR(1)
SexualContentInd: CHAR(1)
RapeInd: CHAR(1)
ProgramDescription: VARCHAR2(255)
ReleaseYear: NUMBER(4)
MPAA: VARCHAR2(5)
StarRating: VARCHAR2(5)
RunTime: VARCHAR2(4)
ColorCodedInd: CHAR(1)
MadeForTVInd: CHAR(1)
SourceType: VARCHAR2(10)
ShowType: VARCHAR2(30)
HolidayTheme: VARCHAR2(255)
SynEpisodeNum: VARCHAR2(20)
AltSynEpisodeNum: VARCHAR2(20)
EpisodeTitle: VARCHAR2(255)
NetworkSyndicatedType: VARCHAR2(30)
AltShowDescription: VARCHAR2(255)
OrgStudio: CHAR(30)
EventDate: DATE
OriginalAirDate: DATE
AltExternalProgramID: CHAR(8)
SeriesInd: CHAR(1)
SourceParentShowID: NUMBER(10)
PrimaryGenre: VARCHAR2(30)

FIG.18B

SurveyDimension

SurveyDimensionID: NUMBER(10)
SourceSurveyID: NUMBER(10)
SurveyEffectiveDate: DATE
SurveyExpiryDate: DATE
SurveyDescription: VARCHAR2(255)

AdvertisementFact

AdvertisementFactID: NUMBER(10)
ADDimensionID: NUMBER(10)
BinDimensionID: NUMBER(10)
BroadcasterDimensionID: NUMBER(10)
BroadcasterLocationDimensionID: NUMBER(10)
MemberDimensionID: NUMBER(10)
MemberLocationDimensionID: NUMBER(10)
QuestionDimensionID: NUMBER(10)
ResponseDimensionID: NUMBER(10)
ShowDimensionID: NUMBER(10)
SurveyDimensionID: NUMBER(10)
ProgramAiredDateDimensionID: NUMBER(10)
ProgramAiredTimeDimensionID: NUMBER(10)
MemberResponseDateDimensionID: NUMBER(10)
MemberResponseTimeDimensionID: NUMBER(10)
NumHintsRequested: NUMBER(5)
TimeSpentResponding: NUMBER(6)
ProfileMatchingInd: NUMBER
FeaturedShowInd: NUMBER
ShowConfidenceFactor: NUMBER
AdConfidenceFactor: NUMBER
MemberResponseMilitayTime: NUMBER
MemberResponseActualDate: DATE
ProgramAiredMilitayTime: NUMBER
ProgramAiredActualDate: DATE
BinTypeName: VARCHAR2(20)
RecallBinFactor: NUMBER
ProgramTitle: VARCHAR2(255)
StationCallSign: VARCHAR2(10)

FIG.18C

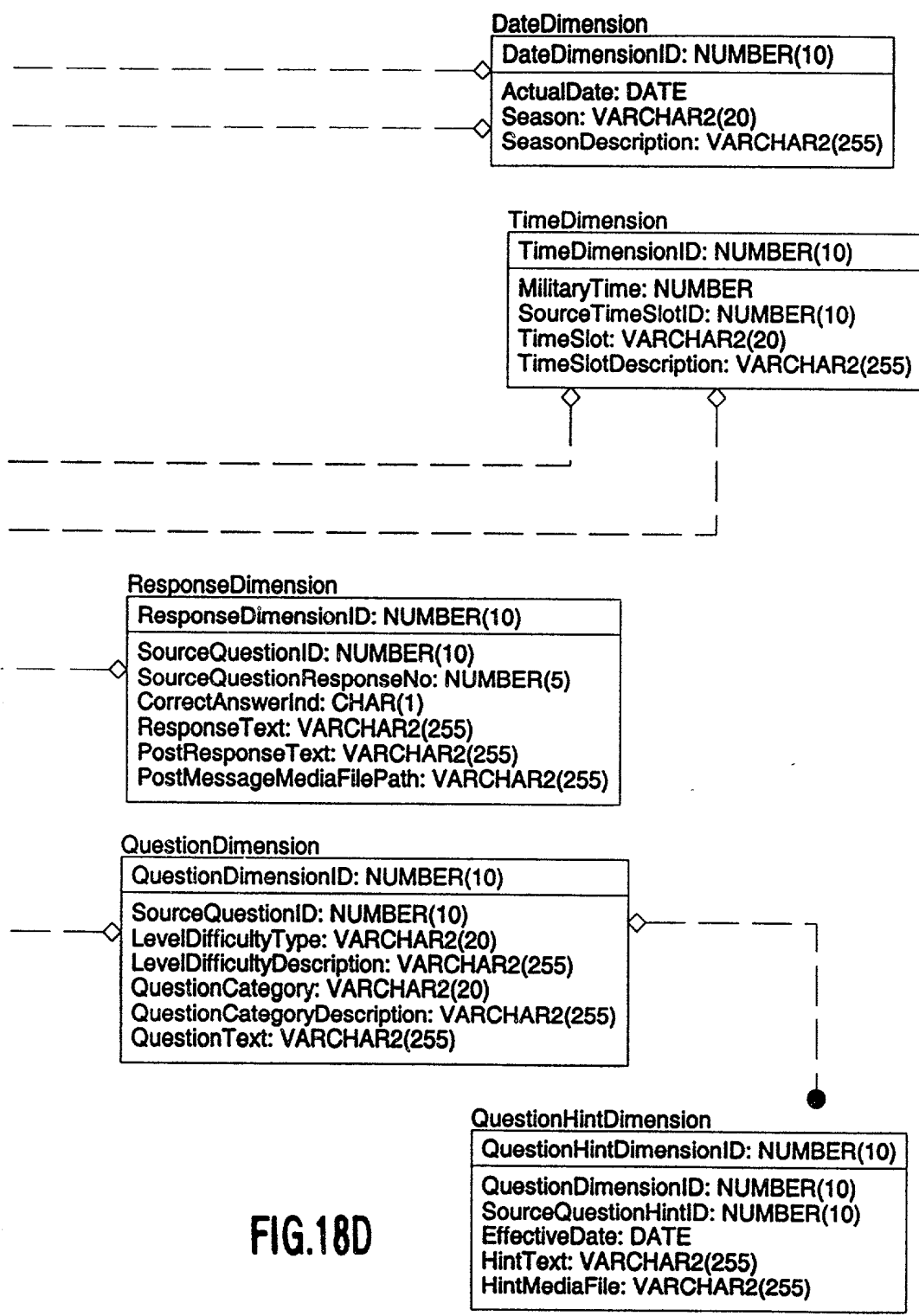


FIG.18D



ShowCastDimension

ShowCastDimensionID: NUMBER(10)
ShowDimensionID: NUMBER(10)
SourceCastID: NUMBER(10)
CastFirstName: VARCHAR2(32)
CastLastName: VARCHAR2(32)
CastRole: VARCHAR2(30)

ShowGenreDimension

ShowGenreDimensionID: NUMBER(10)
ShowDimensionID: NUMBER(10)
SourceGenreID: NUMBER(10)
Genre: VARCHAR2(30)

DWHUser

AccessUserID: NUMBER(5)
SourceAccessUserID: NUMBER
AdvertiserBrandStructureID: number(5)
UserName: varchar2(255)
UserPassword: varchar2(255)
LastName: varchar2(255)
FirstName: varchar2(255)
Description: varchar2(255)
Email: varchar2(255)
AccountEnabledInd: CHAR(1)

FIG.18E



BroadcasterDimension

BroadcasterDimensionID: NUMBER(10)
SourceBroadcasterID: NUMBER(10)
FCCChannelNum: NUMBER(8)
ExtStationNum: NUMBER(10)
StationName: VARCHAR2(40)
StationCallSign: VARCHAR2(10)
StationAffiliation: VARCHAR2(25)

AdvertiserDimension

AdvertiserDimensionID: NUMBER(10)
SourceAdvertiserID: NUMBER(10)
AdvertiserName: VARCHAR2(50)

AdvertiserBrandStructure

AdvertiserBrandStructureID: number(5)
SourceAccessDomainID: NUMBER
AdvertiserDimensionID: NUMBER(10)
Domain: varchar2(255)
Brand: varchar2(255)
Description: varchar2(255)
SourceParentAccessDomainID: NUMBER
ParentBrandStructureID: number(5)

BrandAds

BrandAdID: NUMBER(10)
SourceDomainADID: NUMBER
AdvertiserBrandStructureID: number(5)
ADDimensionID: NUMBER(10)

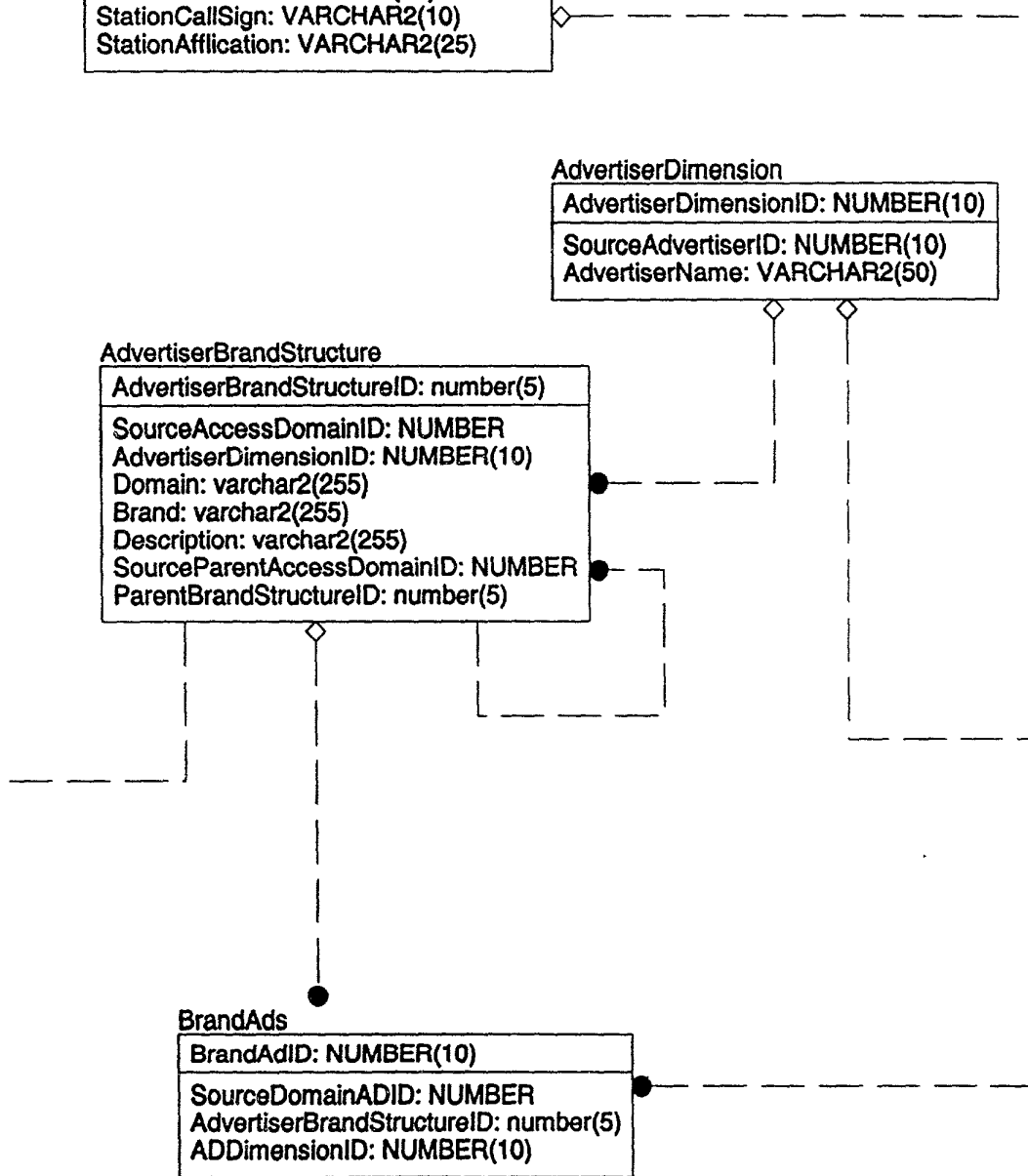


FIG.18F

AdProfileDimension

AdProfileDimensionID: NUMBER(10)

SourceAdProfileID: NUMBER(10)

ADDimensionID: NUMBER(10)

AdProfileVariantType: VARCHAR2(20)

AdProfileVariantDescription: VARCHAR2(255)

AdProfileVariantValue: VARCHAR2(50)

VariantStartingRange: NUMBER

VariantEndingRange: NUMBER

RecallBinDimension

BinDimensionID: NUMBER(10)

SourceBinID: NUMBER(10)

BinTypeName: VARCHAR2(20)

BinDescription: VARCHAR2(255)

AdDimension

ADDimensionID: NUMBER(10)

AdvertiserDimensionID: NUMBER(10)

SourceADID: NUMBER(10)

ISCII: VARCHAR2(20)

AdCaption: VARCHAR2(50)

AdvertiserCopy: VARCHAR2(2000)

AdMediaFile: VARCHAR2(255)

AdLengthInSeconds: NUMBER(6)

AdvertiserName: VARCHAR2(50)

SourceGenderID: NUMBER(10)

Gender: VARCHAR2(50)

SourceAgeGroupID: NUMBER(10)

AgeGroup: VARCHAR2(50)

SourceIncomeLevelID: NUMBER(10)

IncomeLevel: VARCHAR2(50)

SourcePresenceOfDependentsID: NUMBER(10)

PresenceOfDependents: NUMBER

SourceCableReadyID: NUMBER(10)

CableReady: CHAR(1)

SourceEducationID: NUMBER(10)

Education: VARCHAR2(50)

SourceOccupationID: NUMBER(10)

Occupation: VARCHAR2(50)

SourceEmploymentID: NUMBER(10)

Employment: VARCHAR2(50)

SourceSizeHouseholdID: NUMBER(10)

SizeHouseHold: NUMBER

FIG.18G